

Hal Elrod: If you take care of your mornings, the rest of your life takes care of itself. Because if you take care of your morning, it takes care of your day and your day slip into weeks, your weeks slip into months, your months slip into years. That's how you create a world-class life and it all began with the morning.

(Intro Music)

Robert Glazer: Welcome to Elevate, a podcast about achievement, personal growth and pushing limits in leadership and life. I'm Robert Glazer, and I chat with world class performers who have committed to elevating their own life, pushing the limits of their capacity, and helping others do the same.

Lenox Powell: This episode was previously recorded and published on the Outperform Podcast

Robert Glazer: Today's quote is, "My future starts when I wake up in the morning." Thought-provoking words from Miles Davis. Our guest today on Outperform is Hal Elrod. In his best selling book, The Miracle Morning, Hal writes a lot about the importance of a morning routine and its impact on not just your day, but your whole life. He's also an international keynote speaker, success coach and genuine great guy. Welcome Hal, it's great to have you on Outperform.

Hal Elrod: Bob thank you for having me man. This is a long time coming.

Robert Glazer: It is. We're going to make it worth it.

Hal Elrod: Awesome.

Robert Glazer: First off, I guess I just have to thank you. You wrote one of my favorite books, The Miracle Morning, which I have shared with a lot of people, both outside the company and inside the company. We gave it to everyone and we've had people even presenting on their little miracle mornings that they've started in different versions. So it's really a gift that you've given to a lot of people out there.

Hal Elrod: Yeah, you're welcome and thank you man. That means a lot to me, it really does.

Robert Glazer: We'll get into this a little bit, but the community that Hal has built just around the Miracle Morning is pretty incredible beyond the book itself. But actually, let's wade into what I think you referred to as the humble beginnings, part of your story. And let's talk a little bit about what you were doing before you decided to write The Miracle Morning.

Hal Elrod: My background is in sales. Actually, it was as a radio deejay, that was my dream that I was living when I was 19. I had just finished my first year of college and I was deejaying on the radio. And a buddy of mine sold Cutco cutlery. High end kitchen knives and it's an in-home presentations, which to me was so foreign and so odd and not at all appealing.

Hal Elrod: And he always would bug me and go, "Oh Hal you'd be great. All you need is personality, the product sells itself." And I'm like, "Yeah, yeah, yeah. Nah, I'm a deejay. No thanks."

And one day I just happened to be with him when he went into his office and I met the manager. And the manager, just something about him, I fell in love with this guy. A really cool guy, really authentic and not at all what I expected. And I was like, "You know what, I'll give it a shot."

Hal Elrod: 10 days later, I had sold \$15,000 of Cutco kitchen knives and set the new company record. Totally unexpected and that was kind of my start into beyond ... Like basically, once I left college or high school doing something different. And really also my first time doing anything really at a high level. I was a really mediocre kid. I didn't get good grades, I wasn't an athlete, I wasn't popular. And this was the first time I tapped into the belief that my mentor, Jesse had. "Wait a minute, he thinks I could do these great things. Maybe he's right and my insecurities are wrong."

Hal Elrod: I think it's important for all of us. I think that's one of the first things that anyone who's achieved great success, at some point, they saw themselves as better than they had ever been before. And if they had to borrow ... Like for me I had to borrow that belief from my mentor. If it was without him, I wouldn't have been able to tap into it.

Hal Elrod: I needed somebody to tell me that. Well I'm telling you that if you're listening. You've got to see yourself as better than you've ever been before and really create your perception, not based on your past but based on your potential. View into your unlimited potential.

Hal Elrod: Fast forward, 2008, I had left Cutco, I did hall of fame with the company and decided I wanted to start my own business. I became a coach. And in 2008, when the economy crashed, I crashed with it. I lost over half of my clients, lost over half of my income, lost my home. I couldn't pay my mortgage, the bank took my house back. I went from being in the best shape of my life physically to tripling my body fat percentage in a six month period. Wasn't exercising, wasn't eating right. Was just really a rock bottom. I was really depressed, really down, really scared, nothing was working.

Hal Elrod: And to keep a long story not as long, I just went on this quest online to google what are the world's most successful people draw every day for their personal development? And that was this quote that I heard from Jim Rohn where he said, "Your level of success will seldom exceed your level of personal development." And when I heard that, it resonated in this way where I went, "Wait a minute, I want level 10 success in every area of my life." And I think that's true for all of us. Everybody wants, on a scale of one to 10, we want level 10 health, level 10 finances, level 10 relationships, level 10 happiness. We want level 10 and for life to be as good as it can be.

Hal Elrod: But what I realized from that quote from Jim Rohn, is my level of personal development was not at a 10. It was at like maybe a two or like a three on a good day, and that's the disconnect. If everybody listening, put your right hand up at a level 10, like a pie, put your left hand down at a two and then cross them parallel and look how far apart they are. And I believe that's the disconnect for our society. Is we want level 10 success in every area, but very few people are dedicated to becoming a level 10 person through daily personal and professional development.

- Hal Elrod: The way the story wraps up, I went home and I had this vision. I was like, "I've got to create the most extraordinary personal development ritual known to humanity." And that is where The Miracle Morning was born. It wasn't an idea for a book, it wasn't ... And it wasn't called The Miracle Morning initially. But within two months of doing this ritual, which ... Yeah I know we'll get into this today. And what it is, but within two months of doing my morning ritual ... And I wasn't a morning person. That's an important piece.
- Hal Elrod: When I went into this I was like, "Ah, I can't wake up early." And then I realized that many, many successful people wake up early. And I thought, "Alright, if I want my life to be different, I have to be willing to do something different first." And within two months of doing this morning ritual, I had more than doubled my income. I went from being in the worst shape of my life physically and had never been a runner, to commit to run a 52 mile ultramarathon, as a way to just really stretch myself and my capacity.
- Hal Elrod: And I went from being depressed to the happiest and most confident I had ever been. And this was in a two-month period. And because my life changed so quickly and so dramatically, I told my fiancée at the time, I said, "It feels like a miracle. I'm calling this my ... This like my miracle morning routine." And so I started doing my miracle morning in my schedule every morning at 5:00 AM. And a few months later, I taught it to a few people and every single one of them went from, "Hal, I'm not a morning person but it's pretty convincing. I'll give it a try for like a week."
- Hal Elrod: And everybody came back on the coaching calls and said, "Oh my gosh Hal, I took your tips to heart. I am a morning person when I've never been one in my life and I just had the best week in my career. I started running again, I started eating better, I'm reading." All these amazing results, and that's when the light bulb went off and I went, "Wait a minute, it changed my life and it changed Katie's life and Taylor's life and Jerry's life and all my clients that I taught it too. And none of us were morning people before we started implementing this stuff. This could change anybody's life." And that's when I felt, "I've got to write a book." And the published 12, 12, 12. And now it's one of the bestselling and highest rated books on Amazon.
- Robert Glazer: I'm curious, when you settled on The Morning, did you find some science around that, did you happen into that, were you reading routines of other people? What made you focus on The Morning per se?
- Hal Elrod: My Google searches in the beginning, 'cause I heard that quote from Jim Rohn. I'll say it again, "Your level of success will seldom exceed your level of personal development." So I started googling, best personal development routines, best personal development rituals, phrases like that. And when I went through those searches, I kept seeing articles on morning routines and morning rituals. But because I had a limiting belief, which many people have, that says, "I'm not a morning person. I've tried, it doesn't work for me. I'm a night owl, or whatever." I had that voice in my head, so I just skipped those articles and I just kept reading other articles.

Hal Elrod: And I came across many practices, that none of them were new. I mean, these are timeless: meditation, affirmations, visualization, exercise, reading, journaling. These are all the practices of the most successful people for centuries. But I kept coming across morning rituals and I don't reme ... I wish I can remember the article. But there was an article in one of the Google searches that caught my attention. The headline caught my attention on morning routines. I'm like, "Ah, that's interesting."

Hal Elrod: And I clicked on it and I read it. And it basically convinced me that a morning ritual is not just all option. It is not just one option that would have the same impact as any other option. It's arguably the most important option. It's the linchpin for the rest of your day. And in simple terms, if you win the morning, you put yourself in a physical, mental, emotional and spiritual state in the morning. If you do that, then you go into your day in a mental, physical, emotional and spiritual state.

Hal Elrod: In other words, the best version of you is taking on the day. And that's all dictated by the morning. I know for me and many people, it's like my morning before that was hitting the snooze button until the last possible moment, dragging myself out of bed, rushing to get out the house and really doing nothing productive. And on the mornings I woke up early, I just checked Facebook or watched TV or whate ... And so that was it. And there was a lot of science behind the morning rituals.

Hal Elrod: But basically, once I read that article, I went back in my browser and started reading a bunch of these articles on morning rituals and it was just ... You couldn't argue it. It was like, "No, no, no, how you start your day sets the tone and the context and the direction for the rest of your day, period." And it doesn't even take the science behind it but it's just common sense. You're like, "Yeah, that totally makes sense."

Hal Elrod: It's like an athlete warming up before a game, think of it that way. An athlete warming up before a game. They get their body ready, they get their mind ready, they're repeating affirmations, they're visualizing. They're putting themselves in a physical, mental, emotional and spiritual state so that when they get on the court or they get on the field, they're the best versions of themselves so that they win the game. And if we want to win at life, the morning is the key to doing that.

Robert Glazer: Dan Pink talks about it in his new book, WHEN, how important beginnings are so I assume that ... You start the morning well, you start the day well. You start the day well, you start the week well. Start the week well, you start the month well. It's just that that effect carries forward.

Hal Elrod: Yeah, that's what Robin Sharma ... We just finished filming and we're releasing The Miracle Morning movie. It's a documentary about morning rituals and we interviewed a lot of world-class athletes and authors and all sorts of different ... CEOs. And Robin Sharma who is a multi-time New York Times bestselling author, that's how he put it. He goes, "If you take care of your mornings, the rest of your life takes care of itself. Because if you take care of your morning, it takes care of your day and your days slip into weeks, your weeks slip into months, your months slip into years." And he said, "That's how you create a world-class life, and it all began with the morning."

Robert Glazer: And we have more motivation, I think, in the beginning. Motivation tends to wear later on. Well, you ran across the acronym quickly, but would you ... It's hard to get you to slow down with your ... But will you explain that in the S.A.V.E.R.S acronym, which help me to easy remember the six rituals or habits? And give 'em a quick how you arrived at those.

Hal Elrod: And I owe the acronym to my wife. So what happened was that first morning I was searching best personal development practices, rituals, routines. And I came across six different practices that were showing up over and over and over and over again. Now, my first thought was, "Well none of these are new." And it's like our brain is trained to look ... We want the new iPhone, we want the new app, we want the new ... The new TV series. Like we want new.

Hal Elrod: And I'm like meditation, yeah, I ever heard of that. It's almost like if we've heard it, we dismiss it which is so silly. If it works, it works. And if it's worked for centuries, then it really works. I almost dismissed it and then I'm like, "Alright, I got to do one of these." And then I go, "Which one of these six should I do? Which is the best one?" And I'm going reading article after article and none of them is the best. It literally is you read about a millionaire or a billionaire that swears by meditation.

Hal Elrod: In fact, I read an article Fortune 500 CEOs that swear by meditation I'm like, "Oh, that's interesting." Then I come across article Will Smith talking about how affirmations were his key to becoming one of the highest paid actors in Hollywood. He wrote down affirmations that basically cemented his vision for what he wanted and who he needed to be to achieve what he wanted. And he read it over and over and over, programed his subconscious mind until that became his reality.

Hal Elrod: So I'm reading these things and I'm like, they're all equally effective. And then the epiphany was, what if I did all six of these? What if I woke up tomorrow and since I don't know how to really do most of ... I don't know how to meditate, I don't know how to visualize. What if I just divide it by six by 10 minutes each? So one hour, 10 minutes for each of these. I thought that would be like the ultimate morning ritual. I mean, the six most powerful, proven timeless, personal development practices in the history of humanity.

Hal Elrod: And so, I woke up the next morning and I did all six and I was terrible at them. But even being terrible at them, I felt incredible. And keep in mind that my life was at rock bottom. I was \$52,000 in personal or credit card debt. My house was being foreclosed on by the bank, I was in terrible physical shape. I was a mess on the outside, but on the inside after that first day of doing the S.A.V.E.R.S, and I'll wrap these up real quick, I felt incredible.

Hal Elrod: And I thought, "If I start every day like this, even though I was like, "Today was bad. I'm going to get better at this. But imagine every day even this good doing this bad, it's only a matter of time before my life changes." And so, it was later when I was writing the book and I was frustrated trying to organize these six practice. My wife saw me. I came out of my office at home and I was frustrated. She goes, "what's wrong?"

Hal Elrod: I said, "I've got these six practices but they're not organized in any way. Like Stephen Covey's got The 7 Habits of Highly Effective People and Robert Kiyosaki's got the Cashflow Quadrant. I'm like I got to beat six hodgepodge practices." She goes, "Why don't you get the source out and see if you can find words that match some of the words and create an acronym?" I kissed her on the [inaudible 00:14:51], You are brilliant."

Hal Elrod: And so meditation became silence, that's the first S in S.A.V.E.R.S. And the journaling became scribing, which is the last S in S.A.V.E.R.S. And then the A is for affirmations, the V is for visualization, the E is for exercise, the R is for reading. And there you have the S.A.V.E.R.S. So silence, affirmations, visualization, exercise, reading and scribing.

Hal Elrod: And I'll say two things on this and then I'll turn it back over to you. Which, number one, the way that I taught these in the book, is very different from the way that I have read about them from 95% of the people that teach them. For example, affirmations are often taught in one of two ineffective ways. Number one, lie to yourself. Meaning, you want to be a millionaire, just put the words, I am, in front of millionaire and tell yourself that over and over until you believe it. I am a millionaire. I am a mill ...

Hal Elrod: But like we're smart and if we're not a millionaire, if we're not even a thousandaire, every time you try to affirm it you're like, "BS, that's not even true. I'm lying." And then you're like, "Shut up, shut up. You're doing your affirmations. It'll work." So you're fighting with truth. The truth will always prevail.

Hal Elrod: The way I teach affirmations in the book are not based in a lie or the other way they're taught, which is this passive language like, "I'm a money magnet. Money flows to me effortlessly." No it doesn't, that's not how money works. You have to work for money. You have to create value, add it to the world, the world will pay you for it. That's how money works. It doesn't work because you're a magnet.

Hal Elrod: These are the way they've been taught. Well, in the book, I'm like, this doesn't work for me, and I think it's why it hasn't worked for a lot of people in visualization, all these other practices. For me, I taught everything in the way that I think, which is I want it to be practical. I want it to appeal to the left brain and I want it to results-oriented. So just one example, affirmations, don't create fantasies, lies or passive flowery language, create affirmations that a root of four steps.

Hal Elrod: Number one, what are you committed to? Not what do you want, we all want things, what are you committed to? So instead of I am a millionaire or even I want to be a millionaire, it's I'm committed to becoming a millionaire.

Hal Elrod: And then number two is why is that deeply meaningful to you? Support that what, that what you're committed to, with a deeply meaningful why. I'm committed to becoming a millionaire so I can provide financial security and abundance for my family. And then number three is, what will you do? What specific actions will you take to ensure that you generate that result? And then number four is, when will you take those actions?

Hal Elrod: So you follow those four steps, you're leveraging the power of affirmations but in a way that it's not a fantasy, it's not passive. They're very active. You're solidifying and affirming what you're committed to, why it's deeply meaningful, what actions you have to take to get there and when you'll take those actions. And doing that, you're programming your subconscious and conscious mind to think and live and believe in alignment with the most important things that you're working towards. So that's just one example of how all of the S.A.V.E.R.S in the book, even though you've heard of all of these, they're not taught in a way you've heard.

Hal Elrod: And the last thing I'll say on this, and this is quick, but Robert Kiyosaki, author of Rich Dad Poor Dad, he sold 26 million copies of that book, he reached out to me and said The Miracle Morning is one of his favorite books. He had read it three times, which blew my mind. And then he interviewed me and in the interview, I'll paraphrase what he said but he said, "Hal, before The Miracle Morning, every successful person on the planet swore by at least one of the S.A.V.E.R.S."

Hal Elrod: He said, "You know, they attributed their success to at least one of them." He said, "But I'd never heard of anyone that did all six of these ancient best practices." He said, "That's why I believe The Miracle Morning is changing my life and it changes other people's lives. Anyone that applies it, so quickly and in such profound ways," he said, "That it does feel like a miracle." He said, "Because you're leveraging all six of the most timeless, proven, ancient best practices in the history of humanity." So Kiyosaki, he said it better than I could.

Robert Glazer: Yeah, and I think what you're proving is, like you said, every new idea is grounded in some piece of old. Sometimes things are too new and different for people to adapt to. But I think a lot of success here, people, maybe knew some of these or tried some of them, but you really gave them a system in which to follow and how to make it work.

Hal Elrod: Yeah. I've always said that I'm not ... Like when I was in sales and I would always give speeches, like I'm not the most brilliant guy. If I have any area of intelligence or brilliance, is that I'm able to take these things are complex, esoteric. I mean, 'cause my brain doesn't work that way. I don't buy into it if it's flowery and airy-fairy and fluffy. Like my brain takes it I'm like, "Okay, how could I make this practical and apply it in a way where it would be result-oriented?" Yeah that's your point. The Miracle Morning, I guess, that is the essence of it.

Robert Glazer: Yeah, I have to apply a framework or anything, that is theoretical. I need to say what's the one two three four, and I think that's how you move things from theory to practice. So anyone who went to look for the book right now would find a lot of different versions out there. I think you got The Miracle Morning for Millionaires, Real Estate Agents, Parents, Families and I know worked on the Entrepreneurs one with Cameron Herold. What's different, what's the same from the original book?

Hal Elrod: That was the biggest challenge with thinking of doing a series, I go, "How do I make each book in the series different enough to where if somebody's read the original, they're going to feel like this is mostly new valuable content, but still cover the original Miracle

Morning so that if someone, that's their first time they've ever been exposed to it, they've got to be touted and they've got to be sold on why it's valuable? So that was the real difficult balance.

Hal Elrod: Now, well, I guess it's still happening. I mean, it took a long time to get that first book fine tuned, which I think the first book was The Miracle Morning for Salespeople, it was the first one that we did. And so what makes them different, essentially, the way these books are designed is I partner with an expert in whatever niche that we're going into. So the two most recent books that came out, last month, actually May so two months ago, in May Miracle Morning Millionaires: What the Wealthy Do Before 8am That Will Make You Rich, that one came out.

Hal Elrod: I coauthored that with David Osborn who has a net worth of 70 million dollars. My net worth is nowhere near there so I would not really qualify to write this book. But he's highly qualified. So the qualification there they have to be an expert and have proven results in their field. They also have to authentically practice a morning ritual and be able to attribute their success to that. So those are kind of the two criteria.

Hal Elrod: And then the book that most recently published this last month was The Miracle Morning For Addiction Recovery: Letting Go of Who You've Been for Who You Can Become. And I coauthored that with Anna David and Joe Polish. Now, Anna David has written four New York Times Bestselling books on addiction. Joe Polish is the founder of Artists for Addicts and Genius Recovery. So these are two experts in the field of addiction. They're also both recovering addicts themselves which is why they're so passionate about this work.

Hal Elrod: So that's the big picture of how the series or how each book is created from the top level down in terms of the specific nitty-gritty of what's in the book. The first few chapters sum up the entire original Miracle Morning Book so that if you've never read it, it does ... And based on the reviews, we have people that each of the series book will be their first exposure to Miracle Morning. And usually the reviews start out by saying, "Wow, I've never been a morning person and now The Miracle Morning practice is part of my life." So I'm like, "Alright, check the box, we got that done. It worked."

Hal Elrod: But then the next 70% of the book is brand new content written by my coauthor. And it's content on becoming a millionaire or recovering from an addiction or whatever other ... The college student book, whatever the topic is.

Hal Elrod: And then I should also say the way that we do this is I have created a template for those first three chapters. This is really like behind the scenes stuff. But I've created a template that has a bunch of fill in the blanks. So those first three chapters that sum up the original book, they're each customized by the coauthor to fit the niche.

Hal Elrod: For example, the template would say, I'm just going off the top of my head here, it's not exact. But something along the lines of, affirmations are important if you want to become a millionaire because blank. And then the author would fill in their experience

as a millionaire. Here's how affirmations have contributed to me earning lots of money, creating a business, scaling my income, etcetera.

Hal Elrod: And then it would go on to say specific affirmations that you should be reading daily if you want to become a millionaire are blank. And then the coauthor would fill in all these affirmations for becoming a millionaire. So not only is the first three chapters summing up the original book, it's also customized to the target audience that we're writing that book for.

Robert Glazer: Interesting. One of the ... You focus on family, and one of the things ... We gave out the book to everyone and we have a lot of folks with young kids at our company. I know you've talked about this, but it used to be the alarm clock is the kids come screaming in the room and it's already early in the day and they don't want to get up any earlier. So one of the challenges I said to people, I think based on some of your writing and [inaudible 00:24:20], just try 15 minutes earlier. Try getting up and not having that be the alarm clock. And we got some great response.

Robert Glazer: But I'm sure that's one of the most common pushbacks that you get which is, I'm getting up early anyway, six o'clock and the kids ... Like what do you say to the ... 'Cause I think that's some of the hardest time in anyone's life, in any of these things. With the young kids and the alarm clock and they're just starting their day on defense and being reactive.

Hal Elrod: Yeah, totally reactive, totally ... It's over chaos. And I have two small kids. And most people, you kind of summed it up right there, they're waking up when the kids get up and they're still abiding by the mindset that everybody else does, which is I'm going to sleep until the last minute that I possibly can.

Hal Elrod: And by the way, that mindset, I believe was conditioned as a child because when we were kids, we only woke up if we had to and if we had to be somewhere, do something or answer to somebody else. If we had to go to school, if we had to go to church, had to ... whatever. And we would sleep until the last possible minute that mom and dad would let us.

Hal Elrod: It's like that's a deeply ingrained belief and habit and mindset. And then now that we've grown up, there is so much ... I'm writing a new book right now and I'm working with this editor and we were talking yesterday, and that's actually what we were talking about, is how we still have these thoughts, beliefs, behaviors that we developed as children, like toddlers or even teenagers, but they don't serve us anymore.

Hal Elrod: If you're a parent and The Miracle Morning for Parents and Families, like you said ... And thank you for giving that out by the way to your company, really cool. But that really addressed the idea that if you're a parent, this is arguably even more important that you wake up before the kids do. You made a great point, I always tell people start small. 15 minutes earlier, guess what that's going to do for you, it's going to make you want more time, absolutely. You're going to wake up 15 minutes earlier, you're going to be like, "Oh

wow, this is really nice. Like the kids aren't up yet, I have some calm, some me time. I can think-

Robert Glazer: Coffee.

Hal Elrod: Maybe ... Yeah, just whatever. I have some space. We undervalue space in terms of time. And then the kids run down you're like, "Ah, that quiet was so valuable." And then what will happen is you'll go, "Alright, I'm going 30 minutes earlier. I want more of that." And that's what happened to me.

Hal Elrod: My first Miracle Morning was an hour. And then after a week, I'm like, "Alright, I want more of this. I'm going to do an hour and a half." Then it went to two hours. Once you start doing it, once you get over that paradigm of sleeping until the last possible minute, once you let that go and you let go the limiting belief that says I'm not a morning person.

Hal Elrod: Like I used to hate running. I'm like, I'm not a runner, I can't run. I just don't do it, I don't like it, I don't feel good. And then I committed to run this 52 ultramarathon and I committed publicly, like to hold myself to it. So I bought this book on ... It was called the Non-Runner's Marathon Trainer. It was how to train for a marathon if you hate running, that was it.

Hal Elrod: So [inaudible 00:27:12] go for marathons, they're already runners. This was actually, if you hate it, this is you how you train for marathon. Here's the psychology behind it. What I found is, and day one it's like go run for one minute, it's something like that. It starts you really easily. But what end up happening was then I got to where within a few days I'd run a mile I'm like, "Oh my gosh." And then it's like run two miles, then I just slowly cropped up. Here's what I found, I wasn't inherently not a runner, it's just if you don't run you're not a runner. And if you start running, guess what you become?

Robert Glazer: Runner.

Hal Elrod: A runner. If you don't wake up early and you resist it, yeah, you're definitely not a morning person. If you shift that and you commit, you start waking up a little earlier, you become a morning person. And the Miracle Morning has been ... Well, it's been purchased by 700,000 people. I think most of them have read it. We have 160 some thousand people in the Miracle Morning Community Facebook group that do it every day, that swear by how it's changes their lives.

Hal Elrod: And so, we surveyed the community, I want to mention this in case someone's listening and they're like, "Ah, it makes sense, logically but still my gut says I'm not a morning person." I was asked during an interview a few years ago what percentage of the Miracle Morning practitioners, the community, what percentage of them were already morning people when they read the book. So this was easy for them. They just ...

Hal Elrod: Instead of checking Facebook thing, they just started doing the S.A.V.E.R.S. And they said and what percentage of people had never in their lives been a morning person?

And so this was like a radical transformation for them. I had zero idea. I was like, "That's a great. I got to ask, I don't know." So I surveyed our community, which at that time was tens of thousands, I don't know. It wasn't where it is now, but it was definitely a large enough to get a really good sampling. And 72% of Miracle Morning practitioners said, "I had never been in my life a morning person until I read The Miracle Morning, until I read the book."

Hal Elrod: And that was mind-blowing for me. And then it quickly made sense so I'm like, "Oh yeah, I wasn't a morning person till I figured this stuff out. All of my coaching clients that I taught this to, they were like, "Ah, I'm not a morning person but I'll try it 'cause you're my coach and I pay you money to help me uplevel my life and this makes sense." And then they became morning people.

Hal Elrod: Do you know who Pat Flynn is by the way?

Robert Glazer: No.

Hal Elrod: Pat Flynn is one of the top podcasters in the world. He hosts the Smart Passive Income podcast. He has kids and when he interviewed me on his podcast ... And this guy, he has a seven figure business, he runs marathons, he spends more time with his kids than almost anybody. He literally is, I mean, from a distance at least, nobody's perfect, but you'd be like, "Damn, I admire that guy. He's got it figured out. His priorities are in order, he's very successful, he's very healthy on and on."

Hal Elrod: And when he interviewed me he said, "Hal, I just ..." He let me know right up front. Totally discouraged me by the way and got me really nervous. He said, "I just want you to know I'm not a morning person, I'm a night owl. I wake up when my kids wake me up in the morning." He said, "And I'm living my dreams." And yeah, I'm paraphrasing of course, but he said, I'm living my dreams. I'm healthy, I'm happy. I love my kids and my business is great. He said, "So I'm not really feeling like I would ... Nothing's broke, why would I fix it?"

Hal Elrod: He said, "But somebody recommended that I interview you, that I really trust, so I'm having you on. Let's go." And he might have said it before the interview started. I think it was before the interview started, before the recording started and I'm like, "How am I going to convince this guy that's by all accounts living the dream and it's working for him. And also, how endearing that his kids wake him up in the morning? He said he loves that."

Hal Elrod: Like what am I going to ... So at the end of the interview, and it was basically the same interview that I gave today in terms of sharing my story and how this all came to be. And he said, "Hal, you know what, you've made enough points that I see value in this, that I never thought about if I ..." Here's what he said. This is actually a lesson I haven't mentioned yet, he said ... I guess during the interview I said that the miracle morning is not just about you, it's about giving time to yourself first so that you can be the dad that your kids deserve or the mom that your kids deserve, the spouse that your spouse deserves, the CEO that our people deserve and on and on. The human being that

everyone that your life touches, that they deserve the best from you, that's what the Miracle Morning does to people.

Hal Elrod: And so Pat said, "I'm willing to try it and try it for a month." Pat, who he was also in the documentary telling his story, he's one of the biggest Miracle Morning practitioners, ambassadors. He talks about it all the time. He now wakes up at 5:00 AM instead of 7:00 AM when his kids run in the room. And he said it increases productivity. Now again, this is somebody running a seven figure business. He said, The Miracle Morning productivity by ... It was either 300% or 600%. Pat's the kind of guy that measures metrics so I don't know exactly what metric he was measuring for that.

Hal Elrod: But he's the kind of guy that wouldn't just say it out of thin air. Like he actually measures stuff. I'm the guy that you would say that out of thin air 'cause I don't measure stuff so well. But anyway, that to me is such just a real life example of somebody that was already highly successful, had no reason to make any changes except for the reason that maybe there was another level of success that he wasn't tapping into. And sure enough, that's exactly what he found.

Robert Glazer: Well, that's actually a perfect transition in terms of thinking about someone like him. You mentioned earlier about building your capacity around a specific skill and I'm actually writing my next book on capacity building as a leadership strategy. And one of the things that we've always believed at our company is that if we focus on capacity building holistically, we will have better employees and better people who are achieving success at home and at work. I think they're the same.

Robert Glazer: You don't tend to find someone who's stressed at home and totally [inaudible 00:32:59] at work. How do you think leaders can really hone into that and help improve the capacity of their employees through tools such as The Miracle Morning or other tactics, rather than just focusing on making them better at their job?

Hal Elrod: I think this, I used to coach sales managers actually for Cutco, the company that I was with. And one of the first things that I would do with a manager that I was working with and no matter what manager who he was. I would work with office managers, I'd work with division managers, I'd work with regional managers, managing thousands, tens of thousands of people.

Hal Elrod: But no matter who it was, it was create a culture of personal development, that was the tip if you will, the key. Is create a culture of personal development. And it's essentially, you can follow it down the rabbit holes back to that Jim Rohn quote that really to me was kind of was the catalyst for me to create The Miracle Morning. Your level of success will seldom increase your level of personal development.

Hal Elrod: Well, if that's true for the individual, then that true for the organization because the organization is made up of individuals and our lives are made up of mornings which lead into days etcetera. If you can get your people, your employees, your team to understand the value of personal development and to start engaging every day outside of work in personal development, then what happens is they elevate who they are and

they bring that elevated version of themselves into work. And all of a sudden, person by person by person ...

Hal Elrod: Let's imagine everyone, let's use the metric 'cause we can measure stuff, it's helpful. If you were to measure, and this would be hard to do, but if you were to theoretically measure the level of personal development for everyone in your organization as a leader ... And by the way, let me define personal development real quick. To me that's the essence of who someone is in terms of their knowledge, their physical, mental, emotional and spiritual capacity.

Hal Elrod: So on a scale of one to 10, what is your capacity physically, mentally, emotionally, intellectually etcetera? You expanding your capacity by learning, by growing, by exercising, by meditating, all of these things. Well, if you were to measure the level of personal development across the board in your organization, let's say it was a 4.2. Everybody across the board it ended up being a 4.2.

Hal Elrod: And then you went, "Okay, well, if we all have the capacity out of a 4.2 to be a 10, if I can get my team to get into personal development and starting committing to practice it, and we can elevate our entire organization from a 4.2 to a 5.4." That's a, if we're doing the math right, a 20% increase in the capacity, in the potential and then abilities of our entire team. And we're going to see the results.

Hal Elrod: It's the same thing. Individually, if you go from a 4 to a 10, your level of success parallels your level of personal development, well it's going to happen across an organization as well. So we have a lot of ... I know you did it at your company, we get bulk orders for a Miracle Morning all the time from CEOs or VPs or executives that will buy 200 copies for their team. Or for me, like I keynote a lot, I'm a keynote speaker. Is like my main jib, if you will.

Hal Elrod: And so normally, when they bring me in to speak, it's because the CEO or one of the leaders, read The Miracle Morning and said, "We've got to bring this to our organization." And then when I come in, they almost always get copies of the book for everybody and then they do like a 30-day challenge to get everybody in the organization reading the book and then implementing the S.A.V.E.R.S for 30 days and there was accountability and there was check-ins. And you can do whatever you want. Some people use technology, e-mails, whatever.

Hal Elrod: And I've had people I've coached just do book clubs, where every week they're reading The Miracle Morning. They come in and they talk about it, they report The Miracle Morning. So you can use whatever system or technology or check-in you want to use to hold people accountable and get and give feedback on their process. But again, it's creating a culture of personal development. And of course, I'm biased, but Miracle Morning to me is the most effective personal development ritual. So if you can get your entire team starting the day with The Miracle Morning, then they come into the office focused, productive, on point, lower stress levels, on and on and on. And it benefits everything that they do at work.

Robert Glazer: Yeah, I mean that's been a guiding principle for us. And I think something that leaders are really missing, they're to extract more blood from a stone rather than increase the capacity to give. And the win-win. I think that the performance at work, but people are sleeping better, they're healthier, they have better relationships and they associate that with work.

Robert Glazer: Well, I know we got to wrap up here in a sec, I want to respect your time. I have one question that I have to solve though that's been ... The rumors I have to solve. Who sold more knives at Cutco, you or John Ruhlin?

Hal Elrod: Ruhlin sold many more knives than I have. I mean, no, no. To be fair, it's because everything he knows about selling knives, he learned from me because I was there before he was. So let's be real. And Ruhlin, if you're listening, come on man, you know it's [inaudible 00:38:11]. Ruhlin is, I believe, the top Cutco salesperson in the history. And what he did, I mean he upleveled man. We were all selling to housewives and then he was like, "I'm going to engrave these with company logos and go to NFL teams and [inaudible 00:38:26] ... He took it to a whole new level. Ruhlin's the man.

Robert Glazer: I'm sure he'll be happy to see that. Hi John. Hal thank you so much for taking the time to join us on Outperform today and we'll include all the links to the books and show notes and everything that you mentioned today. And as I mentioned earlier, Miracle Morning has been really transformative for myself and a lot of people. So thank you for writing it and for sharing your journey with us.

Hal Elrod: My pleasure Bob and thank you for having me on man. This is always fun.

Robert Glazer: Alright, so until next time, keep outperforming.