

Be Relentless Podcast 39 – Goal Setting 101

Isaac Wilkins 0:11

And we're live What's up guys, Isaac Wilkins here on a relentless strength training, and I want to welcome you to the be relentless podcast, finally getting it back up and going. We've done a couple of Monday Quick Hits released one from the, from the database so to speak from the, the holdover from the last time we were doing these so now this is the first like really fresh longer form, usually releases on a Thursday, longer form podcast I'm doing and man is good, it's good to be back in the saddle hopefully you guys are doing well. It's, you know balls cold here in Maine in February.

Isaac Wilkins 0:49

But I guess that's what we all expect. So how's the business topic to talk about today. How's the. How's the new year's resolutions going.

Isaac Wilkins 0:59

Everybody makes those new year's resolutions, or even if they don't make a true resolution.

Isaac Wilkins 1:07

Almost everybody I know at least like kind of sits down and thinks about the year end thinks about the new year coming and kind of like really says okay well I'm going to kind of focus on some things this year.

Isaac Wilkins 1:22

And, you know, there's a reason why those new year's resolutions are the bulk of a lot of people's jokes because most people abandon them quickly it's the today it's the 20th of February, when I'm recording this, and I gotta be honest like most people I know especially the gym universe which is Taurus where I live.

Isaac Wilkins 1:42

There already done they're already.

Isaac Wilkins 1:45

They're already getting ready to have a shitty year and get ready for next year's resolution to join a gym and all that good stuff. But hopefully that's not the case for you. And I think one of the reasons why that happens is because people don't have a really good handle on both goal setting and goal achievement, which is the topic today.

Isaac Wilkins 2:07

I did a seminar at the gym. Last month in January, and kind of went through a couple hours, did a few exercises a lot of notebook time for people.

Isaac Wilkins 2:17

How To Set Up goals for the year how to achieve goals, stuff like that. And what I wanted to do is I wanted to take this podcast opportunity take this time to record. Basically that seminar go through those bullet points, we're not going to spend obviously the, the time that it would take to do the exercises stuff like that. I'll just tell you what the exercises are and whatnot so let's try to get this done in 20 or 30 minutes or so or less. So you can be on your day and you can actually be putting some of this stuff into action and actually achieving your goals versus just listening to me talk.

Isaac Wilkins 2:52

But, so, the big thing to think about is like why are goals important like why does it even matter in the first place. And I think that, you know, as humans we sort of have this like nothing's ever good enough.

Isaac Wilkins 3:09

thing in us, especially as Americans, kind of that. So there's always this like I want more I want to go achieve more I want to do more I want to become more thing and that's that's a big, big part of our internal nature, quite frankly I think that's why our species has continued to survive and grow. And you can make your political points on whether we're doing a good job with it or not but to say that it's not part of our nature would be foolish. So, there's always that internal drive, but I think so many people where they struggle is they don't, they don't really clarify their goals and stuff they just say, Oh, I want to lose weight or I want to, you know, be stronger I want to be healthier or I want to in my universe in my gym universe. But in the business world, it could be I want to make more money I want to have a better job I want to whatever, and all those that stuff's all good like whatever, do your thing, but I'm not judging your actual like content targeting your goals. But as a goals those kind of suck because they, they're really not going to get you anywhere like you know if you want to be healthier like eat a salad today.

Isaac Wilkins 4:24

And you've achieved that make you healthier. You know what I mean like, I don't think that's what you meant in your head, but if you leave it vague like that, you're kind of left at the mercy of whatever happens and you know it's like like I like to say is that if you don't, you know I'm sure there's a quote from somebody. But if you don't know where you're going, then it's going to be hard to get there.

Isaac Wilkins 4:48

And that's what a lot of people do with their goals they don't really nail down a clear definition of where they're going like, like if I say, I want to go to California.

Isaac Wilkins 4:58

Because in my head I think the California is awesome.

Isaac Wilkins 5:02

When I just sort of take off West and eventually end up in California. But I end up in like some shitty area that nobody in their right mind want to be in, wherever that is that probably wasn't what I had in my head is the goal but it was the stated goal and I did achieve that. But if I say, I want to go to San Francisco, California, in x district and why neighborhood and, which is awesome and tech filled and blah blah blah. And because that's in my head where I want it, that it's going to be much more likely that I get there and it's going to be much easier for me to figure out how to get there. Does that make sense. So, to get right into it like the traditional model of goal setting that a lot of people do is not bad like I like it we use it some at the gym. I think we can plus one, we can up it a little bit, but that's to create a SMART goal which is an acronym. And so basically smart means to have a specific, measurable actionable relevant and time based goal, and dig into all these briefly but I think you can get the sense, but so in order for a goal to be a good goal is going to have to be specific. You know it's not going to be I want to lose weight, because if you show up tomorrow and you're half a pound less than I guess you've achieved your goal.

Isaac Wilkins 6:22

That's, that's no good that's probably not what you want to do. So, we'll stick with the weight loss thing,

the whole thing because that's pretty common especially this time of year, and the gym business so like specific okay I want to lose. 25 pounds.

Isaac Wilkins 6:37

Okay, well you can you know what that is and that ties right into the next one is measurable, you can measure that you can weigh yourself today. You can weigh yourself tomorrow you can weigh yourself the next day you can know whether or not you're headed in that direction.

Isaac Wilkins 6:50

actionable, can you actually do it. Is this something that's possible for you. And I don't even mean that in the like, trying to be negative and fixed mindset and say that oh you can't achieve it, but like, you know, you want to lose 25 pounds for most people that is probably an actionable goal, Susan. Like, for me, very actual own big guy.

Isaac Wilkins 7:12

But if you wanted to lose, 150 pounds.

Isaac Wilkins 7:16

And you only weigh 250 pounds.

Isaac Wilkins 7:20

Unless you are naturally a very small woman who's become very overweight. That's probably not an actual goal for you. It is specific and it is measurable. But if you're naturally, a 200 pound guy like you're a pretty big guy and you say you want to 150 pounds, and you want to go down to 50 pounds for example, you're going to be dead. So that's not an actual goal, it doesn't pass the sniff test they're relevant.

Isaac Wilkins 7:44

This is a big one, a lot of people kind of miss it, they, they basically deciding on a goal, based on what other people they know are doing or what the media says or whatever, relevant means it's actually something that you want to do, and would make sense in your life. So, like, again, want to lose 25 pounds. okay for if you're if you're overweight, and you want to be healthier you want to be fitter you want to feel better like all these things fit in better clothes are fitting smaller clothes or whatever you want to call it, then yeah probably it is relevant.

Isaac Wilkins 8:19

But if you're in that same boat before where you're, you know, 200 pounds, and you're very lean your sub 10% body fat, then probably dropping down another 25 pounds might not be relevant for you. You might be even if you want to get like super lean to get on bodybuilding stage, just still may not be 25 pounds, it may end up being 10 pounds or maybe you know whatever something like that so like passing it through the sniff test is something you actually want to achieve, versus just what everybody around you is doing or what everybody else seems like they think that you want. That's no good like goals have to actually matter to you internally.

Isaac Wilkins 8:55

And the last one is time based like there's going to be actually a. Like, there's gonna be some, you know, some end goal here that you know I was probably a bad choice of words but that like.

Isaac Wilkins 9:08

And, you know, date and time like Target, otherwise it's like okay well I'm just, I'm always working on my goal, and goals, you're just kind of always working on rarely come through, because there's just no deadline, it's like, you know, I procrastinate with the best of them

Isaac Wilkins 9:27

throughout my entire school career everything else I've always done that and that's something I should work on. But I knew that, you know, I may have a project do but I knew that I could turn up the gas and the last two days for that project was to crush it out right Mustang was best way to do things by new as a possible thing. But if I never had that project do. If there was a date, you know, December 30 that had to be in or something like that. I gotta be honest like that's just probably never going to get done.

Isaac Wilkins 9:57

And that's good bad want to phrase it. But for me for goals. It was always a big deal to have an end date, and have like a some sort of a come to reckoning so to speak. That's what keeps me motivated so it keeps most people going. That's the most goals people need for their goals.

Isaac Wilkins 10:15

So that's the traditional SMART goal is going to be specific, measurable actionable relevant and time based. We're going to get some other cool stuff but honestly your goals probably should fall into that category, they should hit all those points. So the next thing people come up with okay well how do I come up with a with a goal that's got all those qualities to it. So, they may start out with some sort of a very vague thing but they don't know they just can't articulate it well. So we're going to go through three different exercises here, and you can do all three but chances are you're really probably going to do one that kind of speaks to the most maybe two, and that's going to help you kind of nail down your goals. It really doesn't matter which one you do they're all kind of different they hit things from different angles. Like I said you could go through all three but probably you're not going to. You're going to find one that speaks to you. So the first one is target flipping. And so basically here.

Isaac Wilkins 11:14

Humans because of our evolutionary psychology were much more hardwired to be concerned, be cautious be afraid of things and avoid pain than we do to seek pleasure.

Isaac Wilkins 11:27

And so, as a result, like, a lot of times you have a hard time coming up with a goal of. I want to do this awesome thing whatever it is, because they have a hard time conceptualizing it. People don't have a good like handle on in their head like what those.

Isaac Wilkins 11:44

What that's going to be like because people don't have a good, they don't conceptualize pleasure very well to be honest, especially if they've never experienced, whatever that particular pleasure is.

Isaac Wilkins 11:55

But instead, what I like that people do is I like to have people do what's called a target foot so flip it so say okay, can't come up with a goal. Okay, well what do you not want.

Isaac Wilkins 12:06

Oh well. Shit, I don't want to. I don't want to gain any more weight this year, or. Oh, well, I definitely don't I don't want to be ignored in my relationship, I don't want to be, you know, I definitely don't i don't want to feel feel weaker, things like that people can come up with things that they don't want

pretty easily, because everybody has stuff they don't want like that comes up pretty quick. So now flip that around. So now say Oh, okay, well, You don't want to gain weight this year. So that might mean that you wanted to lose weight.

Isaac Wilkins 12:40

Oh yeah you know yeah let's Let's lose some weight, or you don't want to be ignored in relationships so it may, let's say that it's important for you to have a relationship where you feel like you're focused on and listen to.

Isaac Wilkins 12:52

Yes, that's that's what I want, I want, I want that relationship. It makes it easier to flip that around. So this time I gave everybody 10 minutes to kind of go through and come up with some things that they didn't want to do. And then we kind of worked on flipping them around.

Isaac Wilkins 13:07

Next one to send it stemming. Okay. And this is kind of a great start. It's like a good conversation starter I actually really enjoy this you know that, like those books like Mad, Mad Libs.

Isaac Wilkins 13:20

You know from when you were kid or the, you could like write these crazy stories because they, they gave you the frame of the story within a left blank so you could write in whatever it was a verb noun or something like that.

Isaac Wilkins 13:30

It's kinda like that. And so it makes it kind of fun. So a sentence Deming thing you could do and you could you can nest to these, this is going into that so you can be like, Okay, my life would be awesome if blank.

Isaac Wilkins 13:46

Come up with whatever those things are you can do two or three of them and then you can nest and then you can kind of like, you can build off and okay my life would be awesome if blank. And I put in Oh hey, my life would be awesome if I was had the same way size. They did was in college, and. Okay, great. Well, I would have the same way size that I had in college if I like if I, if I started paying attention to my nutrition and started doing cardio at night.

Isaac Wilkins 14:18

OK, cool. So I would have the, I'd be able to pay attention my nutrition if I blank, or if I ate three meals a day and drink a protein shake as a snack, as opposed to hitting the vending machine at work, you know, whatever, whatever your thing is, but you can kind of work through things, you can kind of work through the work through all that stuff, and you can kind of run yourself, quite a chain like five or six of those sentence stems in a row. And you can get very very clear on what it is you're trying to get to, even if the first one is super vague I want to feel better my clothes. Great. So then you can tighten that up be like okay well I feel better my clothes if I bought and then you can get into the my waist was the same size it wasn't college bubble blah.

Isaac Wilkins 15:04

Again we gave people 10 minutes or so to come up with like some nested sentence stems here.

Isaac Wilkins 15:09

The next one is the cool one and I give this to all my clients, we don't necessarily use it. Always as a goal setting thing but as a clarity measure.

Isaac Wilkins 15:19

And this is called a brain dump, and I got this from my mentor Paul Reddick.

Isaac Wilkins 15:24

I don't know if he came up with it, or if he caught it from somewhere else, who knows. Either way it's a phenomenal tool to like clear all the clutter out of your head and come up with some stuff that really is important so. Traditionally, this is something you do for about 15 minutes which is a long ass time getting a quiet area get a pen, paper timer and just sit, but it can be done shorter periods of time like sometimes I'll do a 1015 minute one.

Isaac Wilkins 15:49

And you'll see what I mean that kind of really helps like at least clear the top off the clutter like release the pressure valve a little bit, but so what I want you to do is I want you to take this time. And just write everything comes to mind everything. To do that you want to do, like, Oh, I gotta get the oil change I gotta go to the bank I gotta call that guy I gotta, you know, get ready for my buddies getting married this summer I got a book the hotel I got, like, literally go through everything from like your day like stuff that's now to all the way through the all the stuff that's floating around in your subconscious in your head, and you'll find that you'll write a bunch of stuff at first.

Isaac Wilkins 16:28

And that's the stuff that's like really the front of your mind, and as long as you like what it sit.

Isaac Wilkins 16:32

And, you know, you may have a couple minutes, I'll write anything but all sudden oh shit my dad's birthday is in October I hate to get him something. I mean you know it's February like it's not the crisis right now but but things will bubble up. And that stuff that's been low key like turning away at your energy.

Isaac Wilkins 16:47

But within that you'll find a lot of stuff that you want to do or that you don't want to do that you can then apply to the other kind of the other things.

Isaac Wilkins 16:55

So once you get done with your time.

Isaac Wilkins 16:57

You're going to take that huge list of stuff huge list of stuff, and you're basically going to throw, throw it into some D categories. And what that basically means you're going to go through there and you're gonna say, okay, everything that you need to do like you absolutely need to do in the next couple of days.

Isaac Wilkins 17:14

Get that put that down as a do everything that you just know you're not going to do.

Isaac Wilkins 17:19

You just know you're not going to go to that concert, you just know you're not going to whatever dump

it.

Isaac Wilkins 17:26

You got out of your head, but you know you make the official decision you can do it.

Isaac Wilkins 17:31

Anything that you could pass off to somebody else and this is a big one for us business owners. That's a delegate.

Isaac Wilkins 17:37

So that's where you just say hey look, you know, I'm probably on Tuesday, I'm not going to pick up the dry cleaning I'm gonna see if my wife can do it.

Isaac Wilkins 17:48

You know, hey, cutting the grass. This this winter or this summer weather is going to be kind of hard.

Isaac Wilkins 17:55

You know what, maybe I can pay my kid 20 bucks a week and he'll cut the grass, like stuff like that get that off your plate. And then the last one is delay. And that's something that like, like my dad's birthday in October like it's like well, it is important invention metal focus on it but like right now it's just not a priority because it's just not, you know, so I'm going to delay that I'm gonna kick the can down the road.

Isaac Wilkins 18:20

But it's not really true enough anymore My energy because at least recognized it.

Isaac Wilkins 18:24

So you'll find with that brain dump you'll find a lot of things that will kind of allow you to kind of get a hold of some more things that might become goals. So between those three exercises. You should be able to come up with some pretty good goals and you should be able to run them through that Smart Filter and come up with the stuff that you kind of want to do, and make it so you can actually do it. So, within that I've got three types of goals that we kind of want to focus on here. And the first type of goal is called your big hairy, audacious goal, your B hag, which is a great name, so you'll be hag is like the big like wild, you know, maybe it's believable maybe it's not but like hardcore goal that you're trying to accomplish. That's the I want to lose the 50 pounds I want to, you know, add \$10,000 a month to my income I want to know the big big goal. Usually the big goals are not something that happened like.

Isaac Wilkins 19:20

We know right away they take some time they take some, some effort to kind of get through they take some, you know, it's, it's questionable whether they're going to be accomplished or not. and that's where like, that's why they're audacious but but that's your big goal and if you just go for that. That's hard to stay in. Right. So what I like that people do is I like to set those be hags. And then from there, we take it back a notch, and we say okay, you know that's that's a year long goal maybe to lose 50 pounds.

Isaac Wilkins 19:50

Cool, let's do it. But in the meantime, is there something we can focus on like the next three months I like that 12 week year three months, kind of period of time. Because basically the human brain really does a good job of like handling things like 12 weeks in the future or less, much more than that and you start to get into like concept plan, and the brain doesn't like anchor onto it quite as well, doesn't like

watch old quote as well so.

Isaac Wilkins 20:17

So that kind of like to say okay well.

Isaac Wilkins 20:20

Can we break down that be heading into something that in the next 12 weeks you could work on is going to move you towards it.

Isaac Wilkins 20:27

So this could be okay if you want to lose say 50 pounds.

Isaac Wilkins 20:32

Let's focus on losing 15, the next 12 weeks.

Isaac Wilkins 20:35

Okay, 15 that's a lot more.

Isaac Wilkins 20:38

That's a lot more approachable, it's a lot more understandable you can kind of get your handle on that. You can imagine what you're going to look like 15 pounds less stuff like that. So then even that though that's a pretty big like to go from like day one to day 12 is a pretty big jump. So, I like to have like short focus target goals, and these are like a one week goal four week goal, you know under four weeks for sure that you can focus on and these are like, in that case it may be. I want to lose five pounds the next four weeks. And if I do that for the next, you know, two repetitions after that will be out of 15. And then we do that again for three or four times and will be at our 50 pound goal. These like short focus goals, really need to be something you can measure and track.

Isaac Wilkins 21:24

And this is where like Pearson's law comes into the paraphrase, but it's basically that which gets measured improves, and that which gets measured and written down improves.

Isaac Wilkins 21:36

It says exponentially in the law, but basically if you keep focused on it, and you keep, you know, regularly, keeping track of where you are relative your goals. You're going to improve much much faster than if you just said oh I want to do this, and hopefully I get there by the end of it.

Isaac Wilkins 21:53

The issue is you see a lot of, you know, when people get into their goals like the first goal seem easy like even the B hag seem easy like you know you're a ways off. But you can see the, you can see the end of it. And this phenomenon is called like Seth Godin calls it the dip.

Isaac Wilkins 22:13

And then, you know, you hear people call it the Valley of despair. But basically what this means like imagine you were standing on a cliff right and you had to get to the other side. Well if you just look straight across. It really doesn't look that bad, because you can see your target. And it seems like a nice straight line also stuff. But then when you get down there. You gotta start like walking down, down the mountainside down the mountainside down and now certainly get scary. It's getting hard to walk it's every time you do it you lose sight of the end goal, like sucks. Everything's hard, because like almost

all goals like they're gonna be hard.

Isaac Wilkins 22:49

So now you're, you're basically you're getting into your, you're getting into the dip, you're getting into your valley of despair. And when you reach the dead bottom. The middle point.

Isaac Wilkins 22:58

And you're looking up at that huge hillside to climb back up.

Isaac Wilkins 23:02

That sucks like that's, you can't see the end goal you just know what's up there and you just know that it's really hard from here. That's the bottom of the valley of despair. And it's important to get through that, and we're going to kind of get into some stuff to get through that but just even acknowledging that it's a thing that exists is going to be super important for you to to move forward on that. So, the big thing that we focus on is we focus on having process versus outcome goals to help you through the valley of despair. So your big goal your B hag or whatever maybe an outcome goal may be that lose the five pounds, or lose the 50 pounds maybe something like that outcome goals are great, but there's someone out of your control. Like, like you don't know how fast you can lose weight, like you can have some ideas like our science is pretty good at this point but like you don't know for sure. You don't know if something's going to happen you know if you're going to get sick you don't know if your kids going to get sick, you just don't know like something could get in the way it's not entirely in your control. So, but what is in control is are the process goals. And if you fall in love with these process goals as it says in the, the Indian Bhagavad Gita to fall in love with the process not the end result, then you'll know you're doing the right things don't process goal is more of like something you can control is going to move you towards your big goal. So, for that be had you had to lose that 50 pounds okay that's your heart outcome goal, a process goal might be okay well I know in order to do that, I'm probably going to have to stop eating desserts, six nights a week. I know I'm gonna have to hit the gym three times a week, and I know I need to drink more water every day I don't know whatever you end up, figuring out that your process goals are. But those are all three things you pretty much can control.

Isaac Wilkins 24:47

You know you know you hit the gym.

Isaac Wilkins 24:50

And you know that whether you did hit the gym or not. Thank you know whether that's moving towards the thing are moving away from it.

Isaac Wilkins 24:57

You know you can control with you eat the dessert or not. And you can control how much water you drink. So all those are the things you can control and if you hit all those bases. It's going to be much more likely that you achieve your process goal, you know it's like trying to say that I want my, my outcome goal would be a gold medal in the Olympics. Right. That's hard to hard to say like it's awesome. But it's hard to guarantee that result because you never know if. Who else is going to be there they're going to compete against how good they are. You never know, like the travel you never know the everything else. So to say that you're going to win a gold medal is a hard thing. But what you can do is you can say okay well I'm gonna make sure that I practice every day when I'm supposed to, and I take care of my nutrition the way I'm supposed to. And I go find better opponents to play against like I'm supposed to. And I come up with a game plan, and I follow that game plan and whatever it is you do, but all those things you can control those things. And so if you do all those things it's going to

be much more likely you hit your outcome goal.

Isaac Wilkins 25:57

Makes sense.

Isaac Wilkins 25:59

Cool. So now let's, let's get into just a little bit wrapping up here but how we kind of really set in place, achieving those, those process goals that turned into those outcome goals. So we basically one of the things we really talked about as we talked about anchoring and putting those goals in front of us on a regular basis this part of the Pearson's love writing it down. But, like, it's important to anchor their goals and by that I mean like really key and a why you want to achieve them in the first place, but also something that's going to keep them at the front of your mind. So if I have an important goal, I write it on my computer screen.

Isaac Wilkins 26:39

I keep a note in front of me. Some guys keep like their goal cards in their wallet some guys like have a system where they write their goals every day which isn't a bad idea I just personally don't do it, but something that keeps that goal with the Top of Mind awareness because what you're doing, there's your programming. You're keeping both your conscious mind your subconscious mind moving towards that goal. Like, whatever it is you're focused on whatever it is that you want to, like, focus on achieve whatever it is you let run your life will probably move in that direction. So, it's important to spend your time. Spend your effort, feeding the goals you actually want to achieve and moving towards those things, you know, versus, taking away from those goals and getting distracted and whatever else happens like I mean habits all of us but like once you start losing sight of your goals, then it's going to be much less likely to achieve them because you're no longer paying attention to them you know are focusing on them. So what you focus on will improve.

Isaac Wilkins 27:35

So spend some quality time figure out what works best for you to anchor that whether that's speak a daily affirmation about your goals. Positively whether it's write it down or there's write notes to yourself rather it's, like, attach a specific image to what you want to achieve whatever it is create a vision board guys like to do that they like to put pictures of houses and cars and bodies and stuff like that up that they want. So they see it every day so the reminded. Some guys write a note to themselves on their hand every day.

Isaac Wilkins 28:03

You know, things like that so they're just those reminders so that they know what they're doing, why they're doing it, and to keep at the top of their mind awareness.

Isaac Wilkins 28:12

So that's basically it guys, that's what I wanted to cover today I'm going to cover, real quick, is a recap. You know all your goals need to be smart goals you need to have a specific, measurable actionable relevant and time based goal and target. If you don't have those things you really don't have a goal you kind of have a wish and wishes are great, but wishes are leaving up to chance where they come true or not. From there we went into like three exercise and how to come up and target your goals or accomplish your goals to target so we had target flipping, which is basically figure out what you don't want. And then turning it around to the opposite to get what you do want. We had senate stemming and nested sentence seven where you basically start, you know, my life would be great if, and then blank, fill that blank in, and then start taking from there.

Isaac Wilkins 28:57

The last one is the brain dump where you basically get everything out on paper, and then throw it to one of those four categories that do dump delegate or delay.

Isaac Wilkins 29:06

You know we talked a little bit about three goal types to be hag the big hairy audacious goal to break that down into a 12 week goal. And then from there, break that down into a, you know, one week or four week old from that.

Isaac Wilkins 29:19

And, you know, just be aware of the valley of despair were like everything looks easy at first and then as it gets worse, as it gets closer towards the goal what actually gets worse it gets harder and harder and harder and harder. Until eventually you kind of you get that, you know, you can see the light at the end of the tunnel, so to speak.

Isaac Wilkins 29:36

And then just focusing on process versus outcome goals once you set up your process goals which are basically going to be the, You know, these are the things I can absolutely control and I can do every day. They're going to set me up to have the highest level of success or highest level potential success towards my towards my outcome goal which is the big thing I actually want to do probably might be hag. So that's what I got for goal setting guys, That's going to be the basics for today. I appreciate you listening. If you think that this is helpful if you think that this could help somebody else, then by all means like share with them, pass it along.

Isaac Wilkins 30:12

Do me a solid. If you can hit me on iTunes, five star reviews always are helpful.

Isaac Wilkins 30:18

It's just one of those things that helps more people find out about the message more people find out about this podcast, and I really appreciate it. Alright guys, this is Isaac. Thanks for listening, and, you know, you might want to go back and take some notes take some time with those exercises I think would be helpful for you. So until next time, I appreciate it and I want to thank you for choosing to be relentless.

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