

Online Marketing Made Easy ^{w/} Amy Porterfield



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The Online Marketing Made Easy Podcast with Amy Porterfield Session #81

Show notes at: <http://www.amyporterfield.com/81>

Amy Porterfield: Hey there, Amy Porterfield here. Welcome to another episode of The Online Marketing Made Easy Podcast. Thanks, so much, for tuning in.

Today's episode is with my good friend, Lewis Howes. If you don't know Lewis, I'll tell you about him in just a moment. But Lewis and I go way back to when I first started my online training business. I was working with Social Media Examiner and was going to all of these live events with Mike Stelzner, the owner of Social Media Examiner. I was kind of his wrangler for interviews.

He was doing a lot of video interviews and I was wrangling up online marketing experts to come do the interviews with him. Lewis was one of those guys and we became fast friends. We would see each other at all of these live events that we would go to and we would hang out, get drinks together, or get dinner and this great relationship cultivated over a few different events.

Then it came time for him to start creating products with other people. He kind of got into the publishing world a little bit in terms of publishing other people's products and he asked me if I would do one on Facebook. He had seen one of my Facebook trainings and really liked it. Lewis and his then partner, Sean Malarkey, asked if I would create one with them and we created, together, FB Influence.

I am no longer a part of FB Influence. My good friend, Andrea Vahl, who I co-wrote the book, [Facebook Marketing All-in-One For Dummies](#), now took over that product in my place because I had other plans and I wanted to try different things. But that's really where I got my big start with online training course, with Lewis and Sean back in the day.

That feels like a million years ago, for the record. But it wasn't that long ago which is kind of cool.

So, Lewis and I have remained friends. And if you don't know of him, which would probably be rare because I think most of you have heard of Lewis, you might not fully know about

his background. I'm just going to kind of give you a little bit of a snapshot of what this guy is all about.

He's an online marketing expert. He is a business coach, author, has a top-rated podcast called [The School of Greatness](#), and he has also been on the USA Men's National Team Handball. So that's pretty cool. He is what he calls a lifestyle entrepreneur.

Here's the deal, after an injury ended his football career, he played arena football, he found himself sleeping on his sister's couch with no prospects for a career. But three years later he developed a seven-figure business that includes a huge online educational program for entrepreneurs and had become a speaker and a coach and a podcaster by that time.

He has built a really successful business really quickly. This is what's so cool, Lewis was recognized in 2013 by the White House and President Obama as one of the Top 100 Entrepreneurs in the country under 30. Then, Details Magazine named Lewis one of the "five internet gurus who can make you rich."

He has been recognized all over the globe for these awesome things he is doing in his business and he has a lot to share with us today. The reason I am interviewing him, he just came out with a brand new first ever book that you can get in bookstores, we'll talk about where you can get it, called [School of Greatness](#), the same name as his podcast.

In that book he talks about eight principles of greatness. I wanted to bring him on and dissect those eight principles, what they look like, and I wanted you to start seeing where you fit into the principles and which ones are your jam. Which one of the eight principles of greatness are natural for you, which ones are a little bit more difficult, and what is the one that you are struggling with the most?

That's my challenge to you when you listen to this interview I did with Lewis, kind of find yourself in these eight principles of greatness and grade yourself to where you fall. At the end of this podcast, to make this actionable, there will be one that stands out more than the others and I would love for you to put a focus there.

Maybe put a goal around it or decide to do this or that in the next 72 hours related to the goal because you know it is an area you need to strengthen. It is just something to think about.

I won't make you wait any longer. We're going to bring Lewis on. Before we do, a quick word from our sponsor. Before we dive in I want to thank our sponsor today, 99Designs. I am such a huge fan of this company because they can take care of all of your graphic needs. We are talking logos, social media cover images, website graphics, and so much more. So visit www.99Designs.com/amy and get a \$99 upgrade for free.

Let's go ahead and bring on Lewis.

Amy: Lewis, thanks so much for being here with me today. I really appreciate it.

Lewis: Thank you Amy, I appreciate you.

Amy: We're going to do something a little awkward but I think it's going to be really good. I want you to grab your book and I want you to just read the first two paragraphs in your book. I think it sets the stage perfectly for our podcast. So we're going to do a little book reading before we get going.

Lewis: I have a confession to make. When you asked me to do this, since I wrote the book and turned it in I have not read it yet so this is actually the first time I'm reading the first page after submitting it, turning in the whole manuscript, and everything has been done. Other people have read the whole book but I haven't yet.

Amy: Okay, so this has got to feel good. This is a moment.

Lewis: This is a starting point. This is the moment. Ready?

Amy: Let's do it.

Lewis: For the last few years I've felt like the luckiest guy on earth. Each week my job has been to study at an elite and exclusive but entirely unofficial university. A mythical academy where the world's greatest men and women teach, lecture, and pay forward the amazing knowledge they've accumulated on their path to becoming the best in the world at what they do.

My professors were Olympic gold medalists, award-winning musicians, New York Times best-selling authors, world-changing activists and philanthropists, enormously successful entrepreneurs, and inspiring experts and thinkers. I was fortunate enough to be their student, audit their classes, and learn things from each of them that I will carry with me forever. I consider this education the greatest gift I've ever been given.

Amy: It sets the stage perfectly. I love that opening. I'm so excited for your new book. First of all, congratulations!

Lewis: Thank you.

Amy: I know this is something that you've been working on for a long time. You even said for the last seven years each week you've been walking into the bookstore envisioning your book front and center. So this is something that didn't just happen overnight, of course, success doesn't.

But tell me a little bit about why you wrote this book.

Lewis: About 16 years ago a dream/idea was planted into my body. You'll be connected to this, I went to a Tony Robbins event. My dad got me and my mom a ticket and we were on the floor. It was a big arena so it was probably a 15,000-person arena. He had Donald Trump there and had Larry King, from Larry King Live.

Amy: Wow, this was back in the day.

Lewis: This was 1997 or 1998, maybe 1999, somewhere around there. Coaches were there speaking. It was a two or three-day event, more about inspiration and motivation. I went there because my dad saw that the St. Louis Rams Super Bowl champion winning coach was there presenting so I got to go meet him and hang out.

But during the event, imagine a basketball or hockey rink, if there were 100 rows on the floor, I was probably 50 rows back on the floor. At one point the second day or something Tony walked off the stage and came out into the audience. He hadn't done this before.

He walked out into the audience and there was music playing. I remember the music, it was Don't Worry, Be Happy, if you know that song. This whistling was happening as he was walking down onto the floor and there were four different aisles.

He happened to walk down my aisle and I was literally next to the aisle because I had longer legs and had asked my mom if I could sit on the aisle. He was literally about two feet away from me. And, as a 16-year-old I don't remember what he said (I don't remember really what a lot of people said), but I remember the way he made me feel in that moment and the energy he was creating and his presence.

I wanted to have that one day. And one day I wanted to put on events or inspire that many people with his type of energy. I didn't know how to get it but knew that someday it would happen.

That was an early idea. Then I had my dreams of playing professional sports and I got injured playing football in 2007. I had to have surgery on my wrist and then was sleeping on my sister's couch for about a year and a half while I had the recovery.

I got the surgery at the end of August and three or four months later it was Christmas time 2007 going into 2008. My family decided to do Secret Santa. For those that celebrate Christmas, you essentially get one gift. Each family member gives a gift to someone else and they give you one gift. So I got one gift that Christmas and it was probably the greatest gift I've ever been given in my life.

Amy: What was it?

Lewis: My brother was the person that was my gift giver and he never wraps gifts. He literally just pulled it out of a plastic bag and said, "Here you go bro, Merry Christmas."

It was a book and the book was called [The Four-Hour Work Week](#) by Tim Ferriss, which I am sure you have read.

Amy: Yeah. Too funny.

Lewis: I remember thinking it was probably the worst gift to give a guy who hates to read.

Amy: He gave you a book. What the heck?

Lewis: Exactly, I don't read ever so this was the worst idea. But something about the timing of my life and getting that book at that time when I was down and out and had no clue what I was doing next. I was in transition so I was open to what was next for me. I was depressed that I didn't have my dream anymore.

I read that book in three days cover to cover and I remember at the end of that book, this was almost eight years ago, I said to myself, "One day I am going to write a book that inspires millions of people around the world that creates possibility for them in their lives the way this has now created new possibility for me in mine."

I had not clue that you could build businesses about entrepreneurship, about online marketing. I didn't know anything about it. I had no clue. It wasn't even on my radar until that book. And I wanted to create that for people. I said:

- 1) I am going to write a book that does that for people,
- 2) I'm going to become really close with Tim Ferriss. I don't know how I am going to do it, but I'm going to do it,
- 3) Whoever the agent is for this book I'm going to figure out who he is and he is going to be my agent and we're going to do a book together because he put together an incredible book with this guy, Tim Ferriss, at the time.

Now I am really close to Tim Ferriss. His agent is my agent. And now, my book is out in stores all around the country and is being sold all over the world. It's been an eight-year journey to become the person I needed to be in order for this to happen.

Amy: Wow, that's awesome. I can't believe that that book made you think that you were going to write a book that's equally as impactful to people and that you were getting the same agent to do so. That's very unique to how your brain works, I know.

I've got a lot of budding entrepreneurs on my show and I want you to make it really clear for us, because the book is called The School of Greatness and you have a podcast by the same title, but tell me this, what's the difference, if there is one, between being successful and being great?

Lewis: A lot of people think of success and think of acquiring things. They think of acquiring money, acquiring recognition, acknowledgements, awards, bigger homes, cars. I think that's what a lot of people, in my perception, think of success. I also think success is more tied with perfection.

For me, greatness is almost the complete opposite. Greatness is not about being perfect. You don't have to be perfect to be great because it's unattainable. You can strive for perfection and you will achieve greatness. But you don't have to focus on being perfect. You don't have to focus on making a lot of money or acquiring a lot of things in your life.

To me, greatness is discovering what your greatest gifts are, your talents, what you were born to do, maximizing those gifts, and impacting the maximum amount of people in the world with those gifts.

Amy: Good definition.

Lewis: For me, I feel if you are living to the fullest of what your gifts are and discovering those throughout the years, because they're going to evolve and change, and you make the most of them and impact people around you with them as well, for me that's a pretty great life.

Amy: Pretty great life indeed, for sure. One thing I want to do is make this interview with you really actionable. Based on the countless interviews with many greats that you've already experienced, you've really narrowed down the concept of greatness into eight principles.

I would love for you to first just list those eight principles and, if needed, I've got my own little list if you want me to run through them. But if you've got them memorized, perfect! Then I want to kind of dissect each of them briefly because I think these eight principles really give your message of the book. What do you think?

Lewis: I'm in. I'm going to say each one and then I'll riff for 30 seconds on each one maybe. You can tell me which ones you want me to go back to.

Amy: Perfect.

Lewis: The thing that a lot of entrepreneurs I talk to, and I'm sure this is a lot of people that listen to your podcast and you connect with, they want so many different things but they never really have a clear vision so they never achieve any one thing. When I think of anyone who's done something great, whether it's an athlete at the highest level, whether it's an author, a scientist, a mom with a great family, they have a clear vision.

People like Martin Luther King who had a very clear dream to an entrepreneur that's built a billion-dollar business, they didn't achieve the results by accident. It wasn't just, "Oh, I don't know what I want to do today but I've got a billion-dollar brand so let me just figure it out."

They had a very clear vision, usually for decades, of what they wanted to create until it came to fruition. I had a clear vision about creating a book one day eight years ago and now it's happening. I didn't just last year decide to do a book and throw it together to make it happen. It was very intentional. There has been a vision for me for a long time where I had to become a certain person and acquire certain skills and get certain results for me to be able to put out what I'm doing right now.

So, Step #1, one of the first principles, is having a very clear vision of what you want in your life. This doesn't mean your vision has to cure cancer. It's just that whatever your vision is for you, you've got to be very clear on it. You've got to be able to take the action steps to make it happen. So that's Step #1 and principle #1, create a clear vision.

The second principle, throughout our experiences, there is undoubtedly going to be adversity. That's part of growth. If we're not getting older, unless we can stop time, there will be no adversity. As long as we grow and time is on our side and we continue to get older there will be adversity every step of the way.

The greatest individuals know how to use adversity to their advantage as opposed to holding them back. I see it all the time where a lot of people, specifically entrepreneurs, will have a product that doesn't do as well as they wanted it to do or the design doesn't look good so it holds them back and they never launch something or they don't relaunch something again because it didn't get the results they wanted it to.

Or, they got a bunch of negative reviews and it made them fearful of moving forward towards their vision. The greatest know how to use their adversity. It may be their personal story, their experiences in life, their history, their family relationships, whatever adversity

they have, they usually use that as their calling and it moves them forward to achieve their vision. That's something you've got to learn how to master.

The third principle is cultivating a champion's mindset. Playing sports for a lot of years, various different sports at high levels, I learned through a lot of failures and a lot of losing that I needed to develop a champion's mindset if I wanted to win and give myself a chance at winning.

Even if I have the mindset I may not always win. Michael Jordan didn't win every single game even though he is arguably the greatest champion's mind in the world in basketball. But you want to set yourself up so that at least you have the opportunity at the end to always win.

I think a lot of people in life and in business don't have this mindset. What I'm talking about here is a belief in yourself, a confidence. A great example, when I watch sports, a championship game or big game, whoever wins the game, the broadcaster will go up and ask the MVP or the person who made the biggest plays of the game a question, "How did you do it? How do you feel?"

There are usually two responses. Let me ask and see if you can guess one of the first things someone would say if a broadcaster asks, "Tell me about how you are feeling right now." What do you think is one of the first things they might say?

Amy: Oh gosh. I'm totally going to get this wrong.

Lewis: It's okay.

Amy: Excited.

Lewis: What else might they say?

Amy: Grateful.

Lewis: You just won the Super Bowl, Amy. How'd you do it?

Amy: I want to thank my team.

Lewis: That's perfect.

Amy: I'm not a real sports kind of girl.

Lewis: That's okay. It's perfect because that's what they would do. They would either say, "First off, I put all the praise and glory to God."

Amy: I was going to say that...shoot!

Lewis: It's okay. I didn't set you up well. But they say they put all the glory into God and there is nothing they would be able to do without his strength and "I'm nothing without him. I put everything into my team. It was a great team effort. Without my team and my offensive line, there is no way I would be able to do it."

They put this belief primarily into God or something else. They have such a strong belief in the strength that someone else has given them. Or, there is another person that would have a different reaction. I call this the Muhammad Ali Effect.

If you asked Muhammad Ali, "You just beat this boxer, how did you do it?"

He would say, "I am the greatest. I am the best. I knew I'd be the best. I knew no one could ever beat me. I don't care if I'm sick. I don't care if I have a broken leg, no one can beat me because I've trained harder than anyone else in the world. I am the greatest of all time."

Either response has something in common, whether they believe in themselves or they believe in God, they have a very strong belief in something that gives them strength. Either way, both competitors prepare harder than anyone else. They prepare and put in hours and hours of time and work and practice to get to that level which gives them that confidence.

If you are a starting entrepreneur you may not have a lot of confidence and it may take a little bit of time. One of the best things you can do is create habits that build momentum every single day where you are getting small results. Those small results will start to build more and more confidence.

One of the simplest ways to build confidence and a champion's mindset, this is probably going to be completely different than what you would think I would say, but something you probably tell your son, is to make your bed every single morning.

Amy: I do. I do.

Lewis: Hopefully he listens. It is going to build confidence and a stronger belief.

Amy: What?

Lewis: Yes. Because when I make my bed every single morning it does a couple of things; it gets me in an action and results-oriented mindset and it clears the space of any negative energy for me right away. It gets me moving and gets me in completion mode.

Sometimes, as entrepreneurs, we're just doing busy nonsense that doesn't clear any space, that's just emailing back and forth, and at the end of the day we see we worked really hard but question what we actually accomplished. We've got to start creating habits and rituals every single day that are mini wins that build momentum.

Every day you stack upon that you will feel more and more confident, just subconsciously, because you are creating a great environment and great habits for yourself that cultivate results. It's going to take time but there are some little things you can do every single day like that to build the champion's mindset. But nothing beats just being prepared for any moment so you can have a belief in yourself when the time is right.

Principle #3 is cultivating a champion's mindset and I have a lot of exercises and stories in there.

Principle #4, and I was actually going to call this book Hustle. It was the original title. Not a lot of people know that, but for me, I felt if there was one factor that has gotten me to get the results in my sports career and business and relationships and anything, it would be mastering hustle.

By that I mean really diving for the loose balls in life. I'm using sports terms here because that's what I'm good at. But I was never the best athlete but I was always willing to hustle more than anyone else on the team to make the starting spot and I was willing to sacrifice

my body at any moment to dive on the court and get rug burns and get bruised up and splinters and get knees in the face to get the ball and save the ball for my team.

For me, I knew you couldn't replace hustle on the court. I don't care how talented you are, if I can out hustle you I will at least have a spot on the team and will probably be playing a lot. You've got to set yourself up to win by hustling and in business as entrepreneurs that translated really well for me.

At conferences I was willing to do whatever it took to meet with people and go out late after events and be around people at 2 a.m. then find out where they were going and offer value to people, do webinars any time of the day, whatever it took, to create results for myself and my business.

That's really kind of how I got to where I'm at financially, business wise, better my audience, it's all been around adding massive value through hustling the entire time. That's Principle #4.

Principle #5 is a principle that some people may or may not agree with. But I believe it's not something that's agreeable, it's more science than factual; this is mastering your health. Our emotional health, our mental health, our physical health can either hold us back or drive us forward in being great in our relationships and our business.

This is just pure energy. If we have emotional stability, we have physical stability, I'm not talking about having a six pack, I'm talking about having a healthy lifestyle that fuels you and gives you energy as opposed to making you feel exhausted, you will be able to create better results with that energy.

So learning how to master your body, however that looks for you, again, it doesn't mean you have to look like a super model but what it means is whether you have enough energy throughout the day or are you exhausted and need coffee to wake you up? Think about how your lifestyle is serving you to give you energy or hold you back. That's Principle #5.

When I looked at one of the most successful business entrepreneurs of our time, Richard Branson, someone asked him, "What's the key to being a great entrepreneur and building great businesses and making a lot of money."

His response was exercise.

Amy: Really?

Lewis: That's his response. You can look it up online and you will see that he talks about it. If you ask what the key to success in business is, exercise. If you are out of shape or you don't have the energy, how are you going to be sharp to make decisions at high-stakes levels? Look at that. This is an important part. You can't just work all day long and hustle all day long if you're not taking care of yourself. So you've got to take that into effect. That's Principle #5.

Principle #6 is practicing positive habits. Everything I've talked about here is nothing new. It is nothing I've discovered or come up with. These are just all of the common themes I've seen from all of the interviews I've done. Habits are something that's so powerful. A lot of people have rituals and routines or exercises they do that build their momentum and build their confidence, a belief in themselves and that serves them to make a bigger impact.

If you don't have habits in your life that are positive then you're just walking through life reacting to things and not sure what you are going to do. I have an itinerary of what I'm doing every single day, every single morning. I know what I'm doing the next morning. I have an itinerary at night.

Sometimes things happen where I don't follow my itinerary as perfectly as planned. But the goal is to be able to stay on your habits as often as possible to set you up for the momentum to build confidence and create better results in your life. That's Principle #6.

Principle #7, you cannot achieve greatness on your own. I don't care how smart or talented you are, you need a powerful team around you to support you. If you're trying to be an entrepreneur, if you want to grow that is, if you want to make \$5,000 to \$10,000 a month you can do that on your own. If you want to build something that's even bigger and you want to continue to grow you've got to build that winning team around you because you physically cannot do everything on your own.

Amy, you've got an incredible team that's creating content, editing, proofreading, editing this podcast, shooting videos for you, a project manager, customer support. If you tried to

do it all on your own you wouldn't sleep. You wouldn't have a life. You wouldn't be able to build relationships. It would be exhausting and it wouldn't be worth it to you.

Amy: Right.

Lewis: So you've learned how to do that and that's what the great minds do.

The final principle, this is, again, of all of the common themes I've seen from people I've interviewed, the final principle that I feel is most important (the first and last, I feel, are the most important), is living a life of service and being of service to others.

It is one thing to achieve results and be successful and make money and build a business. But if it's not in service to supporting the world in a powerful, if it's just for service for you only, then I think that's not the greatest impact or the greatest thing you can do for yourself. I feel it is wasting your talent.

You have a gift to give to the world. The world has given each one of us so much. We're alive because the world is alive. If we aren't giving back or looking at ways we can give back out of everything we do then I feel like we are missing out on the point of why we are here.

I can already hear some people, specifically women, who might be listening to your podcast who would say, "Perfect, because my mission is to serve other people." Sometimes those individuals, and I am generalizing this women because I hear a lot of stories of women that do this, I'm sure men do this as well, where sometimes don't know what their vision is so they just want to help everyone else. They just want to help other people and always be of service.

That is great as long as you are also being of service to yourself. That means taking the time you need to recover. That means doing things that fill you up. That means being selfish and taking care of your health and going on vacations when you want to and not just only serving other people 24/7 and forgetting about yourself, the most important human in the world.

I want to make that point clear because sometimes people use that as a cop out and will be like, "You said to live a life of service," but if you're not first putting your own mask on first,

as the airlines would say, then you are doing a disservice to the world because you aren't filling yourself up energetically to serve the max amount of people with your talents.

Amy: Such a great reminder. I'm really glad you brought that up. We've got these eight principles of greatness and I want to jump into a few of them just a little bit more with some questions. But before we do that, I'm literally holding your book in my hand.

Again, it's a fantastic book with so many great exercises and lessons and stories. The stories of transformation and stories of these people doing amazing things in their lives is just incredible and so inspiring. I want people to get to know you even a little bit more.

Before they pick up your book, if they know you a little bit more they are more inclined to really dive into it quickly, like, "I like this guy, Lewis, I like learning a little bit about him and now let's see what he has to say."

Speaking of that, if you go through those eight principles, can you share with me a little bit which one, if you had to choose, doesn't come so easy to you and which one do you feel you are golden with and that you have that one?

Lewis: I would say I am pretty golden with hustle.

Amy: I'm so glad you brought up hustle. Let's just talk about this. Are you aware that we have totally different interpretations of hustle? Did you know this about me yet?

Lewis: What is your interpretation of hustle?

Amy: I did a talk and was on stage at Platform University for Michael Hyatt and the talk was, when you worship at the altar of hustle you say "yes" to everything because you're afraid you're going to miss out. So when I hear the word "hustle" I go back to my Tony Robbins days where, although I loved the job, it was grueling. I felt like I worked a million hours a week, was never with my family, said "yes" to everything because I wanted to do go. I was hustling. I was trying hard. I was working hard. And I fully lost myself.

So give me a different definition that maybe I can move forward with.

Lewis: I'll give you the definition because if it doesn't serve you then it's not a powerful thing in your life. If you're hustling and you're exhausted and you're putting on the pounds and you wonder what the point of it all is then you are extending way too much. It's not smart and you aren't serving yourself.

You've got to ask how you can make sure you are constantly getting enough sleep, because for me, sleep is the most important thing. In order to hustle I've got to be fully rested and if I'm cutting out of my sleep all the time then it's not worth it. It's not worth the hustle.

Angela Lee Duckworth, one of the top TED Talks of all time, said the key to success was not always other things like some people think about, it's grit. For me, the way she defines grit is essentially how I define hustle.

It's not about working to exhaustion, it's about perseverance. It's about hustling and doing the gritty things that others aren't willing to do and doing the things that are scary, that are maybe fearful. It's about developing new skills when other people aren't willing to put in the time, energy, and work.

I went to a public speaking class for a year. It scared the crap out of me. I would rather stay at home and watch TV or just go play basketball or do something that was comfortable. But I knew I needed to continue to work every single week and go to that class and practice an hour or so every single day if I wanted to be able to present in front of 15,000 people and create effective calls to action where people took action and got results.

For me, you've got to have a balance with yourself. It's a constant self awareness of where am I at, am I exhausted? Then I'm hustling too much. But also, here's the thing, life and business comes in seasons. You don't have a product launch every week. You wouldn't be able to do it.

But while building up a product launch you are spending a little more time putting in the extra work, diving for more loose balls, and hustling more than you normally would be because that's the playoff season. That's the time you've got to put in that extra work. If you didn't put in that extra work, if you didn't do the extra webinars, didn't do the extra interviews, and reach out to people one by one and go to the conferences to tell people about it and take them out to dinner and do all of these things, then your launch wouldn't

be as successful because you just went through the motions and thought it would be great without doing that extra hustle work.

Amy: I'll take that. That definitely does make sense. Okay, so share with us the one that maybe you struggle with the most.

Lewis: Oh man, let me think about this...

Amy: Or maybe even one you've really had to work hard to overcome. You kind of honed in on all of these throughout your life and that's why you wrote the book.

Lewis: Well, here's the thing, I feel I am like a decathlete of life. I'm really good at a lot of things but I'm not the best at one thing. I look at all of these things and am a good eight or nine out of ten on a lot of these because if I'm at a five I'm going to work my way up to an eight or nine so that I am really dangerous at a lot of good things but am maybe not the best or great at one thing. I am great at being good at a lot of things so that's where I am at.

I would say that I have overcome and am still growing. I continually work on each one of these. I feel like I have a very clear vision but sometimes I am stretched too thin and I have too many things going on and realize I am not as clear as I need to be. It is a constant evaluation and awareness of where I'm at and what's working. So I'm constantly checking in based on the feedback I'm getting on my results.

I would say building a winning team was something I struggled with early on in my business career because I didn't know how to manage people. I didn't know how to really connect with people other than being on a sports team with all guys where it is a very different interaction than now when my team is all women except for one guy.

I had to figure out how to navigate that process and inspire people. How do you stay connected to people so they are motivated? How do you give people ownership in what you are working on? How do you let go of people? I didn't know how to do any of that.

I had a lot of fears tied in with a lot of things about building a team. I was never the quarterback, I was a receiver. So I never had that skill set of rallying the troops. I was just a playmaker. I wasn't the point guard setting everyone up.

For me, learning that has been an evolution and I'm still evolving constantly.

Amy: Good one. That's a big one. I think it is tough for a lot of people as they cultivate their team and find out who is the right person for the right job and keep that consistent to make sure that you aren't trying to do it all alone. As entrepreneurs it is easy for us to try to do that. So I do love that.

I want to kind of end with a good story. There are so many beautiful stories inside your book. Based on these eight principles of greatness, real fast, we have: Vision, turning adversity into advantage, cultivating a champion's mindset, developing hustle, mastering your body, practicing positive habits, building a winning team, and being of service to others, can you think of one story that you just absolutely love in this book?

You can just give us the Cliff Notes version of it, but do you have story that relates back to one of these principles?

Lewis: Kyle Maynard.

Amy: He's a good one. I love this one. I was hoping you would choose this one!

Lewis: It is too easy, I think.

Amy: It's so good. Set it up for us.

Lewis: Kyle Maynard is a guy that was born without arms and legs. Below his waist he has maybe little feet but it doesn't even go down to his knees. So he has little feet right below his waist and his arms are essentially cut off at his elbows so he has little nubs to his elbows.

Talk about a guy with no excuses. He was on the football team in high school. He was a champion wrestler in high school as well. He fought in an octagon MMA match against an able-bodied fighter. He climbed Mount Kilimanjaro.

I don't know if you know a friend of ours that just passed away a couple of weeks ago, Scott Dinsmore, was climbing the mountain. It is one of the safest mountains that people

climb but there are deaths every year on there. Kyle Maynard is a guy that doesn't have arms or legs. It took him 12 days to climb it.

He made it to the top and then climbed down, which is even scarier if you don't have that stability. He did it all unassisted. I think of a guy who grew up looking different than everyone else. He wasn't able to do things like everyone else. He was in a wheelchair... climbing mountains. He has a CrossFit gym and a successful business.

I look at how successful he is in a lot of areas of his life and he is always in service to people. There is just not a lot of complaining that comes from him. I think that is a great definition of greatness for me, a guy that, no matter what holds him back or what adversity or roadblocks are in his way, he is so excited about life, serving other people, and chasing his dreams.

For me, a definition of greatness is someone who goes after their dreams no matter what obstacle. In my mind that's the biggest impact we can make, when we become a symbol of inspiration because we follow and chase our dreams we are able to tell the story to inspire other people around us, whether that's our family, our friends, our social media following, the world, the media, it doesn't matter, it is our greatest gift to follow our dreams and I think we are robbing ourselves and others around us when we cop out and don't chase it out of fear.

Amy: Good message. Perfect. Perfect ending to a fantastic interview. Thank you so much, Lewis. Where can people learn more about your book?

Lewis: They can go to greatnessbook.com or they can go to any Barnes & Noble right now and pick it up or Amazon as well and grab a copy there.

Amy: And, if they're listening right now, right when this episode airs, your book has just come out and you've got a special placement for the first week. What's that all about?

Lewis: I do. Every Barnes & Noble, if you live near a Barnes & Noble go check it out, it is called the Octagon. I didn't know it had a name but I heard about this, it's the first stand when you walk into any Barnes & Noble. They have a stand that is circular but it is called the Octagon.

I am there right now for the first week of my launch. So if you are listening to us now, go check it out.

Amy: Perfect. I'll make sure to link to it in my show notes and, again, thank you so very much for being here, friend. I appreciate it.

Lewis: I appreciate it. One final thing actually, if people do go to Barnes & Noble I would love for you to take a photo of it and tag me and Amy on Instagram.

Amy: That's fun!

Lewis: So we can see how many people actually are in Barnes & Noble to take a photo. Just tag me [@lewishowes](#) and [@amyporterfield](#) on Instagram with the photo and say that you listened to it from this podcast.

Amy: I promise to comment on each of those. So if I start seeing those on Instagram we're going to say hello to every single person. Deal?

Lewis: Done!

Amy: Thank you, so much! This is great. I think they are going to get a lot of value and we'll make sure to get that book out there.

Lewis: I appreciate it. This was awesome. Sorry for being late as well.

Amy: No worries. I hope you have a really great day today.

Lewis: Thanks, Amy. You too.

Amy: Take care. Bye. There you have it. I hope you found this interview valuable. And, remember, what I want you to do is think of those eight principles. I'll list them on the show notes at <http://www.amyporterfield.com/81> and I want you to start thinking about the one area where you could focus more to strengthen in terms of these eight principles of greatness.

There is always one. I know Lewis kind of had a little bit of a hard time identifying his but I think all of us, even Lewis, can find that one principle that just needs a little bit more focus in your world, business, or life. So make that one thing you can make a conscious effort in terms of strengthening.

That's my challenge to you. I know I'm going to be doing the same. Before we jump off, a quick word from our sponsor. Finally, I want to thank our sponsor, 99Designs. You know when you market online it is really difficult to stand out from all of that online noise clutter. How do you do it? I think you do it through impeccable branding. That includes your logo, your social media cover images, your website, and everything in between. At 99Designs you can get anything designed in just a week for a startup-friendly price.

To give you a little something extra, when you go to www.99designs.com/amy you will get a \$99 upgrade for free. That upgrade makes your design contest stand out from all of the others and bumps you to the top of the list so more designers can see your contest. So make sure to check out www.99designs.com/amy.

Now, before I say goodbye, I want to let you know we've got two really great episodes coming out, #82 and #83. Episode #82, next week, is all about cultivating a list-building mindset, getting your mind around the importance of focusing on list building and making it first and making it a priority in your business. We're going to talk about what you need to shift in terms of your mindset to make list building a natural habit that you have in your business.

Then, after that, Episode #83 is all about the mechanics of list building, what tools you need to have in place, tools I recommend, and how to get started if you've never really put list building at the forefront of your business.

We are going into list-building frenzy over the next few weeks and I hope you join me. So I'll see you next week and until then have a wonderful week. Bye for now.

Show notes at: <http://www.amyporterfield.com/81>