

This Is Your Life Podcast
Episode 89: “Four Difficult Sentences“
Published: March 26, 2014

Michael Hyatt

Hello and welcome to this episode of *This Is Your Life*. My name is Michael Hyatt, and this is the podcast dedicated to intentional leadership. My goal is to help you live with more passion, work with greater focus, and lead with extraordinary influence.

In this episode, I’ll be talking about four difficult sentences for leaders and why you must get good at saying them. Many words in the English language are difficult. In fact, there’s even a dictionary of difficult words, but none are more difficult than the ones in the four sentences I’ll be sharing in this episode. Trust me. These are important.

If you’re going to lead well, you have to get proficient in the use of these sentences. I’ll tell you a little secret. Most leaders aren’t good at these, and it’s costing them big-time. You can find the outline, the resource links, and a complete transcript in the show notes at MichaelHyatt.com/89 (as in episode #89). I’ll be back in a minute with some thoughts on this topic.

Male: If you have something to say or sell in today’s noisy world...

Female: ...now you can get the inspiration, training, and tools you need to increase your influence and impact.

Male: Platform University, a community of like-minded individuals led by one of *Forbes* magazine’s top 50 social media influencers, Michael Hyatt.

Female: Each month, you’ll get access to...

Male: The Master Class, where Michael interviews leading platform authorities.

Female: Backstage Pass, a behind-the-scenes look at Michael’s own platform business.

Male: Member Makeover, with specific recommendations you can put to work now.

Female: A live Q&A session, where you can ask Michael your most burning questions.

Male: The discussion forum, where our members support one another in their common quest.

Ryan Jenkins: Hi. This is Ryan Jenkins from ryan-jenkins.com. Participating in the Member Makeover of Platform University has been a true catalyst in taking my business and platform to a whole new level.

Female: Intrigued? Now it is the time to invest in building your own platform. PlatformUniversity.com.

Michael Hyatt: I want to start this episode with a story about a client I had years ago. I'm going to call him Brian, not his real name. He was someone I respected greatly, somebody who had had a huge influence on me, someone who was very well-known, and someone whom I thought I was serving very well.

One day out of the clear blue, I got this fax, which all by itself was unusual. This was back in the days of fax machines. I guess email would be the equivalent today. I got this fax from him, and he unceremoniously fired me. He didn't say why. He didn't go into a long explanation. He just fired me. So I picked up the phone and called him, but he didn't answer his phone. I left a message with his assistant. She didn't answer her phone, nor did she return my call.

This went on for a couple of weeks, and I finally just gave up. I want to tell you I was crushed. I was crushed initially, not only because this person meant a significant amount of business for me, but because of the personal relationship. This was somebody who had been a mentor to me, somebody who had really had a major impact on my life, and I was crushed, literally, with tears.

I thought about getting out of the business I was in. I just wanted to hang it up. I had horrible thoughts. In fact, I took off an entire week just to absorb the blow and try to get over it. Maybe I should've been a little thicker-skinned in retrospect, but I wasn't. It stung badly, and it really caused me a lot of self-doubt, a lot of confusion.

Several months later, I went back to him and was able to get through to him. He finally agreed to a meeting, which we had, but nothing was really ever rectified or set straight at that meeting. He didn't apologize. He didn't really come clean with me even after it was clear in the meeting that it was his fault. That is, something he was blaming me for was something that he was actually responsible for.

I tried to make it right to the best of my ability, but he didn't. So that fissure in the relationship went on for several years. It really wasn't until about five years later he finally called me. I'll never forget the moment, because at that time we had a farm. I was sitting out on the back porch on a Saturday morning drinking a cup of coffee, and I got this phone call from him. It was on my cell phone, and his name came up on the caller ID. I hadn't heard from him in years. I was shocked.

I answered the phone, we made a little bit of chitchat, and then he said, "Look. I'm sorry. I know what I did hurt, and I was wrong. It was one of the worst mistakes I ever made. Will you please forgive me?" I want to tell you at that moment I wept. In fact, it still makes me emotional just to think of it to this day. I appreciated it so much, even though it was long overdue.

I had really forgotten how much that relationship meant to me and how much of it was still carrying around, just the unresolved pain of that relationship, the fact that we weren't reconciled. It was still to that day grieving me, but it was almost like he uttered something magical when he acknowledged it and asked my forgiveness. Of course, I said, "Absolutely, I forgive you." That really began the process of healing that really important relationship. It made all the difference.

I think sometimes we as leaders especially think maybe what we've done is inconsequential. We really haven't hurt somebody, or they ought to be able to get over it. We have good intentions, but we don't really get to it. We don't really acknowledge it verbally. As a result, not only does that person often stay bound up with that offense

or with that break in the relationship for years; it impacts their effectiveness, and it really impacts our organization.

I've noticed otherwise well-spoken people seem to have difficulty in spitting those four sentences out that my friend Brian was able to utter. "I'm sorry. I know that hurt. I was wrong. Will you please forgive me?" They stutter. They hem and haw. They may get something close out, but they have a hard time slowly and deliberately saying these four simple sentences.

In this episode, I want to unpack these sentences. I want to tell you why they're critically important, not only just as a human trying to relate to other humans who are struggling to get through life, but why they're critical to your leadership and why if you don't get very comfortable with uttering these four sentences it's going to impact everything. It's going to impact your leadership, your organization's effective, and what you're out to cause in the world. So let's break these down one sentence at a time.

1. **I'm sorry.** This is where it begins. The first step toward reconciliation begins when we take personal responsibility, 100 percent responsibility, and utter this sentence. It sets everything else in motion. Sometimes this is hard. Maybe we were reacting to someone else. Maybe they were 90 percent wrong and we were only 10 percent wrong. At least that's what we think in our own minds. Maybe we're waiting on them to go first.

Unfortunately, this is not how it works for leaders. Part of what makes you a leader is you demonstrate initiative. You don't wait. You go first. Regardless of who did what, leaders don't wait. They act. That's one of the distinguishing marks of a leader. When we say, "I'm sorry," we're acknowledging regardless of who did what, we're taking 100 percent responsibility for our part in the breakdown.

Let me tell you something. Immature people don't do this, non-leaders don't do this, but leaders take 100 percent responsibility of their part, even if in their own mind it was only 10 percent of the total breakdown. When you say, "I'm sorry," it's an acknowledgement of regret. In other words, you wish it had not happened. If you could do it over, if you had the privilege or the luxury of a do-over, you would do it differently.

You may think this, but as a leader you have to express it. In other words, it's not enough to just sort of think to yourself, "Gosh, I wish that hadn't happened" or "I wished I hadn't done that." No. As a leader you have to express it. People don't connect the dots. They don't just give you sort of a pass because you're a leader.

I don't expect leaders to be perfect. I know they're going to mess up. You know the people who are leading you in your life are going to mess up. This is the important thing. If they're willing to own it and make it right, I'll follow them anywhere. I'll bet you will too. The same is true for the people who are following you.

If those same leaders are not willing to acknowledge they've made a mistake, then I'm going to get off the bus at the next stop. My guess is the same is true for you, and I guarantee you the same is true for the people we lead. If we don't get good at saying, "I'm sorry," and initiating the repair of these relationships, it could really create huge problems in our effectiveness as leaders. This is where it begins: "I am sorry."

2. **I know that hurt.** This is so important, and it's easy to omit this when we're making an apology. Empathy is the ability to put ourselves in another person's shoes and...this is the important thing...feel what they felt. This is something we desperately need to develop as leaders, but it takes humility. Too often we're preoccupied with our

own feelings. However, empathy is the recognition that it's not all about us. Other people matter. Their feelings matter. They have feelings too, and those feelings are important.

When we say something as simple as, "I know that hurt," it acknowledges and validates them as human beings. It takes a lot of humility, because oftentimes we'll nurse wounds we have. We'll be sort of self-indulgent in not getting over it, but when it comes to somebody else, what's our first thought? "Get over it" or "It wasn't that big a deal" or "You're making a mountain out of a molehill."

Isn't it easy to think like that? When we say, "I know that hurt," we're essentially saying, "I know you're hurt, and I understand. Your feelings are valid, and I am so very sorry I was the cause of them. I'm not sorry because I was caught or because you called me out. I'm sorry because of the hurt I caused you."

It's easy to be sorry when we're caught. Politicians do this all the time. "I'm sorry. I know that hurt, but I'm really only sorry because you called me out." No. "I'm sorry because of the hurt it caused you, because of what it did to your feelings, and those are valid."

3. **I was wrong.** This is the most difficult sentence of all. Maybe you live with the mistaken notion you never do anything wrong. I know people like that. You know people like that. They just are arrogant, and they think whatever they do is perfect. They don't ever do anything wrong. If they do something wrong, somebody else is the cause of it.

Perhaps you just think the other person should give you a pass because somehow you deserve it. You're entitled to it, maybe because you're a leader, maybe because you're under a lot of stress, maybe because you have a lot of stuff going on. It's easy to give ourselves a pass, isn't it? Other people are not usually so generous, especially when you hurt them.

The truth is we all make mistakes. If we're not guilty of sins of commission, in other words, deliberately doing something that offends others, we're guilty of sins of omission, in other words, failing to live up to others' expectations. We don't need to have this mistaken illusion we don't make mistakes. We do, either sins of commission or sins of omission.

One of the great things about being a person of faith... Now I'm being really personal with you. I'm a self-professed Christian, and as a result of that, I have kind of been released from the need to pretend I'm perfect. I'm not perfect. In fact, the confession of my faith says I'm a sinner and I need forgiveness from God and from the people I offend.

That releases me to be able to say, "I was wrong." I'm not trying to be somebody's savior. I'm not trying to be somebody's god. I'm not trying to be perfect. I'm a fallen human being who makes mistakes, who commits sins, who wrongs other people, and I want to be quick to acknowledge that.

4. **Will you please forgive me?** It's really a question. This is perhaps one of the most important and powerful sentences you can ever utter. By asking this as a question, we acknowledge forgiveness is not an entitlement. We don't deserve forgiveness. We're asking for it as an act of mercy, and we're giving the other person the opportunity to acknowledge they have, in fact, forgiven us.

This also acknowledges it's a choice on the part of the other person. They may withhold their forgiveness. Perhaps they're not ready to make up. I've had this experience so many times in my own family, especially with my wife or with my children, where I tried to ask their forgiveness and they just flat weren't ready.

They needed some space. They needed to kind of get over it, and that's okay. You need to give them that space, because you're not entitled to this. You're just asking to begin this healing process. In my experience, though, almost always the other person says, "I forgive you." With this simple sentence, both of you are healed.

In concluding this segment of the podcast, I just want to give you a little bit of a caution, and that is you have to avoid the words *if* and *but* when you're making an apology. It's like a giant emotional eraser mark. When you say *if* or *but* after you've given an apology, you might as well just erase the entire apology. It's as if you never made it.

For example, if you say, "I'm sorry *if* I offended you," I hate that. It's almost like you're saying to the other person, "Look. I'm sorry you were so sensitive you got your feelings hurt when I did thus and so." No. Or "I'm sorry *if* I offended you," like it's the other person's problem that they got offended. Or "I'm not even clear that I really did offend you. I don't have the moral clarity to see what I did was wrong. I'm confused myself." No. Get clear. You have to know in your heart that you offended them and not put a condition on it like *if*.

Here's another one: "I'm sorry, but I think you misunderstood what I was saying." Oh, I see. It's the other person's fault. No. You have to take 100 percent responsibility. You may have miscommunicated, but I promise you they didn't misunderstand. Their misunderstanding, if there was one, is your responsibility. By the way, this works not only in customer service. You're not going to blame the customer, right? It works in basic human relations. It definitely works in leadership.

Here's another one: "I'm sorry, but I was only reacting to something you said." I heard this several months ago from a friend of mine who was going through a divorce who had cheated on his wife. He said, "Yeah, but if you only knew how she treated me." I said, "Buddy, look. I don't care how she treated you. It didn't warrant you cheating on her."

This guy, again, was morally confused, was refusing to take 100 percent responsibility for his own action, and it's not any wonder he ended up going through a divorce and his wife basically wouldn't talk to him because he was unwilling to accept 100 percent responsibility for his part of it.

You may also be tempted to take shortcuts. Oftentimes in a situation where you've made a mistake or given an offense or committed a sin against someone, you might simply say, "I apologize" or "Sorry," but it doesn't really work. Nothing is as effective as saying all four sentences. It may seem awkward. It may seem artificial at first, but with practice it gets easier.

Trust me. I know because I've had a lot of opportunities for practice, and a lot of those opportunities have come in my own home. A couple of years ago, Gail and I faced the fact we had deeply offended one of our daughters. This was a situation where we felt very righteous about it. We felt what we had done was warranted. We thought in our own minds it was a response to something she had done, and we refused to take responsibility for the 10 percent of it in our own minds we thought where we had maybe not quite said it right or maybe given a little bit of offense.

We finally came to the realization, finally woke up to the fact, that the relationship was not getting any better. We had to go first, and so we did. We said, "Look. We realize what we did deeply offended you. We are so sorry. We know that hurt. We were wrong. Will you please forgive us?" I'm going to tell you something. As difficult as it was but as honestly as we could make it, when we said that, it changed everything. It let the healing process begin.

Honestly, there were a lot of tears. She was unwilling to forgive us initially. It took a while, and I totally get it. I understand it. I'll tell you another thing that happened in that process was it released something inside of me where I could see it for the first time from her perspective. What I did was a lot worse than what I imagined it. I really had hurt her. I had caused a lot of grief in her life, and I was deeply sorry for it.

All of us have a lot of opportunities to do this, but we have to get good at it. We have to get better at it. We have to recommit ourselves to reconciling these broken relationships. If you don't do that as a leader, you're not going to have the hearts of your team. You're not going to have alignment as you're trying to work towards important outcomes. You can't let anything get in the way, and nothing gets in the way like broken relationships, like hurt feelings.

Let me just leave one question for you: *Do you find it difficult to get these words out? Why do you think that is?* Leave your answer at MichaelHyatt.com/89 (as in episode #89). I'd love to hear from you on this important topic. Let's have a dialogue. Let's have a conversation about this. It's really important.

Female: The idea of writing and publishing a book can be very overwhelming. It is hard to know where to start and what the right thing to do is. The good news is trusted and reliable help is available for you. *Get Published* from Michael Hyatt will give you instant access to Michael's three decades of knowledge as a publisher, literary agent, and author.

This 21-part audio series will tell you how to publish your work and become a successful and thriving author. Michael is confident that *Get Published* will help your message get noticed in a noisy world. So take action now, and give yourself the very best chance to become a bestselling author. MichaelHyatt.com/getpublished.

Michael Hyatt: Now let's turn to our listener Q&A segment. The first question comes from David.

David DeWolf: Hey, Michael. This is David DeWolf. I blog at daviddewolf.com about living the integrated life. I'm the founder and CEO of a technology company called 3Pillar Global. You mentioned in your podcast that after making a tough decision around values and culture, oftentimes those decision may be letting somebody go because of a lack of fit, that you would have individuals come up to you and affirm that decision and say, "It's about time."

Interestingly, I'm challenged by something very similar at my company. I find, even though I try to foster a very collaborative environment, most people are very comfortable and say we have that open-door policy, still on tough issues like values or culture fits I always don't get the feedback I wish I would get. Just like you experienced, I would get that feedback after the fact. If I had known or had the information, I may have made a decision a little bit more quickly than having to gather that information by myself.

I'm wondering if over the years you've learned any tips or tricks in terms of building more trust in the organization in order to promote more open-door policy or more feedback to you directly. I find too often people are intimidated simply by the CEO title. Because of that they are a little bit fearful if they don't know me personally well enough to come in and actually have those types of conversations or give that type of feedback. Any tips or tricks you have would be greatly appreciated. Thanks, Michael.

Michael Hyatt: David, this is a tremendous question. I know you didn't ask it in response to this particular topic, because you left the message before I even recorded this topic, but I think it's really an important question. How do we build more trust in the organization or in our family or in our companies so people feel more comfortable in sharing feedback with us?

I think one of the things is just being really honest about our mistakes, as we've been talking about, being humble enough to admit when we're wrong and ask other people's forgiveness. I think creating a climate for this as well, where we're willing to get to know people, to be vulnerable, sometimes takes us going first, sharing our foibles and sharing our mistakes and how we miss the mark, I think just eliminating that whole pretense for being perfect.

Then this is where people really watch. How do we respond to others when they make a mistake or when they do something, drop the ball, in our organization? Do we beat them up publically? I've talked about this on the podcast. I've worked for a boss like that, where that person took me to task or took someone else to task publically. I'm going to tell you. Talk about shutting down communication and creating a climate that is, to be honest, not safe to share your feelings. That'll pretty much do it.

You can't do that as a leader. You cannot mess this up. You have to give people grace. People share in an environment of grace, and you have to create that grace as a leader if you're going to expect people to be honest, if you're going to expect them to come to you so you don't have that unfortunate experience David had and I've experienced in the past too, where somebody came after you fired someone and said, "It's about time."

By the way, I wouldn't be too hard on yourself, David, because oftentimes the reason people don't come to you in that particular situation is that they don't want to throw a colleague under the bus. They're hoping for the best just like you're hoping for the best. Nobody wants to believe the worst.

Even if you had created the right kind of environment, you still might not get 100 percent honest feedback, because they don't have the clarity, just like you're struggling for the clarity to get it. It's only clear in retrospect what you should've done, not only to you, but oftentimes to the people on your team.

The next question comes from Lateefah.

Lateefah Wielenga: Hi, Michael. My name is Lateefah Wielenga, and I'm from thecounselingkitchen.com. I'm calling to ask you how many times a week I should blog. Thank you so much for your response.

Michael Hyatt: Lateefah, I really believe in the concept I first heard from Tim Ferriss called the Minimum Effective Dose. That is, you don't need to boil water, for example, to 213 degrees if it boils at 212 degrees. You only need to boil it to 212 degrees. Anything wasted in expending energy to get it to a higher temperature is a waste if all you're trying to do is boil it, because it boils at 212.

The same is true with blogging. You don't need to blog more than is effective. I used to blog every day, and then I dialed that back to three days a week, thinking, "Oh my gosh, my traffic is going to take a hit." Guess what? It didn't. It did initially for about two weeks. It dropped by about 20 percent. Then it resumed the steady rate of growth I had been experiencing prior to that.

Evidently, people didn't really need to hear from me five days a week. Then I cut it down from three to two. So now I'm blogging currently on Monday and Friday, and I do the podcast on a Wednesday. I'm even considering going further and just doing it once a week. The point I'm trying to make is you really have to ask your audience. What is too frequent from their perspective?

Certainly, you don't need to be blogging more than you have important things to say. It's not just like filler. That's not going to get you any points with anyone. You have to blog as long as you have something to say, but it doesn't have to be said several times a week. I've really changed my perspective on this, because I used to think frequency was kind of the secret to getting high traffic. Now I think consistency is more important. If you're going to blog once a week, you do it every week, and you do it on the same day so people can count on you showing up in their inbox when you blog.

The next question comes from Brian.

Brian Sherman: Hi, Michael. This is Brian Sherman from mapmysuccess.com. My question for you is when should you start monetizing your website? How many unique visitors should I have per month or how many opt-ins should I have before I actually start monetizing? Thank you, and have a great day.

Michael Hyatt: Brian, if you haven't already, go back and listen to episode #87, "How to Monetize Your Platform," where I talk about this exact topic. I'd love to tell you when you get to 10,000 unique visitors or 20,000 page views that's sufficient. In many cases it is, but honestly, I don't think it's too early to begin wherever you are.

I would've begun at the beginning if I had to do it over again. In other words, I gave away a lot of free content, poured my heart and soul into my blog without asking for a nickel for years, and all I did was condition my people to expect great content for free. I'm happy to be generous. I know that's part of who I want to be, and what's important in today's economy is going first and being generous. I think I would've served them better and certainly served myself better and my own business interests better if I had started monetizing at the very beginning.

I'm not talking about hammering people, spamming people with irrelevant offers or content or products that aren't relevant to their needs, but I would've at the very least used affiliate links at the beginning so if I did recommend a book or did talk about a book I would get an affiliate commission. It wouldn't be a lot, but it would help to offset my cost in the early days and would condition my readership that what I turn out comes at a cost. I may be paying the cost for right now, but somebody is paying the cost because there's no such thing as a free lunch.

The final question comes from Michael.

Michael Hamilton: Hello, Michael. My name is Michael Hamilton, and my Twitter handle is @mchcreative. I recently started using HootSuite after hearing your excitement about it, and I love the scheduling feature. My question for you is, though, have you found certain times a day are more effective for posting to social media than others? If so, what are those times in your opinion? Thanks so much for the podcast and the blog. They are such a wonderful inspiration to young leaders like myself. God bless.

Michael Hyatt: I'm probably not the guy to ask for this, because I haven't done a lot of research around it. All I can tell you is what I do and how I think as somebody who consumes a lot of social media. It's this: I post my blog typically at 5:00 a.m. Central Standard Time because I think there are probably a lot of people like me who read early in the morning before the workday begins. They don't have time once the workday begins, so I try to make it easy for them to access this early in the morning when they're doing their other reading.

In terms of social media, I tend to post my first links back to that blog post at about 6:00 a.m. Central so I have time for my post to be out there. My newsletter with my most recent blog post goes out at 6:00 a.m., again, in enough time that people can read it before work if that's how they choose to consume it. Regardless, it'll be up all day long if they want to dip in later during the day.

There is, again, a lot of science behind this. It depends on your audience, but if you go to Buffer App, for example, which is what I use to load up my Tweets during the day, they can analyze for you when your Tweets are most likely to be read. I just haven't spent much time doing that. I post about 12 to 13 times a day. I'm getting re-Tweeted hundreds of times a day, and it just hasn't been a paying point for me. Some people really geek out on this, and it probably is something that's worth looking at. If that gets you excited, do it. There's a lot of research, a lot of tools out there that can help you.

That's all the time we have for questions this week. If you'd like to ask me a question, go to MichaelHyatt.com/question. You can either leave me a voicemail message or email me with your question. Again, go to MichaelHyatt.com/question to leave a message. I'll be back after the break with a few announcements and my tip of the week.

Male: Thinking of starting your own blog but worried your technical know-how is not up to scratch? The good news is starting blogging has never been easier.

Female: Michael shares his knowledge with you free and will show you that 20 minutes is all it takes to have your own blog up and running.

Jon D. Harrison: This is Jon D. Harrison from jondharrison.com. I started out with a free WordPress site. If I would've applied your advice and started out with a self-hosted site, I really could've saved myself a lot of headaches. Self-hosted definitely is the way to go, and your screencast is the easiest way I know to make that happen.

Male: Join Michael and follow his quick and easy, step-by-step video tutorial at MichaelHyatt.com/wordpresssetup.

Female: Take action now and start blogging today.

Male: MichaelHyatt.com/wordpresssetup.

Michael Hyatt: Okay. One quick announcement. We're right in the middle of a big promotion for Platform University, and this promotion ends on midnight, April 1. Let me just tell you about it. If you've thought about joining Platform University, if you want to take your platform to the next level, or if you just want to begin knowing you're going to have to build a platform if you're going to get noticed in a noisy world, this is the time to join, and here's why.

After April 1, the deadline, our archive of content is going to close. Here's what that means. If you join before April 1, you'll have access to all the content we've produced over the course of the last 13 months. This includes all the Master Classes, all the Backstage Passes, the Member Makeovers, the live Q&A call recordings, everything. Believe me, there is a ton of great content in the archives, interviews with people like Cliff Ravenscraft and Amy Porterfield and Dan Miller and Stu McLaren and a lot of others.

All that is going away if you join after April 1, because here's how it's going to work for new members. If you join after April 1, you'll have access to the current month's content and to the previous two months' content, in other words, a total of three months. If you want more than that, you'll have to pay extra.

The reason we're doing that is we don't feel it's fair to the people who have been members for a long period of time that people could just join Platform University and have access to all the content they've been faithfully paying for for months. Again, this will not affect you if you're a current member. It only affects people who join after April 1. If you want access to that content now and forever...

By the way, if you're a member before April 1, you'll always have access to all the archives forever as long as you're a member. If you want to do that, if you want to get access to that, join now before April 1, and you'll get it.

Now for my tip of the week. One final tip. If you're a public speaker or if you're an aspiring one, I want to encourage you to read a book I'm just in the middle of right now called *Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds*, and it's by Carmine Gallo. I'm not quite finished, but I'm loving it.

As you probably know, the TED Conference is the most elite and esteemed conference anywhere. World-renowned speakers are asked to give a killer talk in just 18 minutes, and I've heard some of the best speeches I've ever heard in my life on the TED channel. Amazingly, they're all available online for free. This, by itself, is worthy of a tip of the week.

Gallo analyzed the 500 most-viewed presentations, and he came up with a list of nine common techniques they all use. Some of these you would most likely guess. For example, Master the Art of Storytelling is chapter two, but he provides the science behind why storytelling works, some of the brain science I found utterly fascinating.

So far I've found a ton of great ideas. In fact, I reworked my speech for Social Media Marketing World, which I'm giving this Friday in San Diego based on what I learned in his book. It has been enormously helpful, and I can't wait to read the rest of it.

Well, that's it for this episode of *This Is Your Life*. If you've enjoyed this podcast, please show the love by going to MichaelHyatt.com/love and Tweeting a link to the show. I'd be so grateful if you'd do that. It'll help us get the word out. Thanks to the following listeners for rating my podcast on iTunes this past week: Scott Barcz, LPS, WSarver, The Sales Whisperer, Breadbox, Player 33ag, Gary Weldon, Jeremy at thedrashpit.com.

By the way, a great way to leave your name on iTunes is your name plus your website, because it could get you mentioned on this show and give you some traffic. Then also Christy Largent, ChristiannV, Millership.com, K.R. Gill, and finally, Brian Ladd. Thanks, guys. I appreciate it so much. That does really help in terms of getting my ranking up on iTunes so we have visibility. If you'd like to do a review, you can go to MichaelHyatt.com/iTunes.

Until next time, remember: Your life is a gift. Now go make it count!