

# THE GENIUS NETWORK

Joe Polish's Genius Network Interview Series

Joe Polish, President of Piranha Marketing, Interviews:

*Inspirational Speaker and Coach*

## Paul Hoffman

### ***The Character of Success***

*Steps to Take When Confronting Addiction*

WWW.GENIUSNETWORK.COM



# The Character of Success

*Joe Polish Interviews Speaker and Coach **Paul Hoffman***



*Joe Polish*

Joe Polish's Tempe, Arizona office – headquarters for Piranha Marketing – is often referred to by marketing insiders as “action central” for much of the entrepreneurial world. Though he made his fortune in an almost invisible niche by telling carpet cleaners how to crush the competition and turn their small local businesses into money-churning machines, he is now among the most well-known, respected, “complete marketing geniuses” in the world.

Consulting clients from many different countries each happily pay up to \$20,000 a day just to hear his advice. His “boot camps” attract convention-sized audiences full of famous entrepreneurs and many of the “superstars” of marketing and advertising.

In a business environment bristling with false prophets and bad advice, Joe's unique mix of real-world experience and stunning financial success has earned him a spot among the most trusted experts alive. His one-of-a-kind recorded interview series, “The Genius Network” is a “Who's Who” of super-savvy marketing and advertising brilliance.

No one refuses an interview with Joe. He has the gift of gab and the insight of a business veteran who's earned his success. The “best in the biz” seek him out. He knows the good, the bad, and the ugly of what's working – and what's not working – on the Web, in infomercials, in direct response ads and direct mail, in niche marketing, in personal coaching and in every critical area of the entrepreneurial landscape.

The business world is moving faster than ever before. Staying close to the action means paying attention to Joe Polish and Piranha Marketing.

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**Joe:** Hello, this is Joe Polish, president of Piranha Marketing and founder of the Genius Network Interview Series. You're about to hear one of my Genius Network interviews. I just want to thank you for taking the time to listen to this and I hope you find it very useful.

If you want to find out more information about some of the interviews and resources that can help you in your business, you can go to [www.JoePolish.com](http://www.JoePolish.com) and we have a Joe Polish Recommends section, with all kinds of resources and vendors and services and products that we recommend that could help you in your business. Also, for more useful interviews and a whole list of other people that I've interviewed, you can go to [www.GeniusNetwork.com](http://www.GeniusNetwork.com).

Thanks, and enjoy the interview.

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**Joe:** Hello, this is Joe Polish, and I'm going to interview a really dear friend of mine, Mr. Paul Hoffman, today. I'm going to ask him about success and about literally getting through life challenges.

On many of my Genius Network interviews, I'll ask people about all of the attributes of success, all the things that they have done that have helped them and their clients transform their businesses. I'm actually going to get into some of the messy parts of your life, Paul, because, for one, you've been through a lot. Secondly, you're willing to talk about it. I've got some notes of things I want to chat with you about.

But basically, your company is **Success Creation Institute**, and you do a lot of stuff. You write music, you've written music for many, many years. I'd like to ask you a little bit about what your current business is.

Then, we'll talk a little bit about your past music creation. You got paid a ton of money for the jingle "Have You Driven A Ford Lately?" People, most likely, have heard that.

So, what have you been up to? Like, who is Paul Hoffman?



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**Paul:** Well, I've been very fortunate. I'd like to just say, off the bat, that I'm sober 22 years, but we'll get into that. Right now, I'm a trainer and coach. Again, as Joe mentioned, my company is *The Success Creation Institute*.

I'm really very much focused on helping people do that one thing they've always wanted to do in their life, but have just been afraid to do it. I'm helping them get past those fears, and become accountable for their lives, and really stepping up and creating whatever it is that they want to do in their life. I fervently believe that your inner reality will always create your outer circumstance.

So, I'm a coach, trainer. I have a company called *Success Songs* which are songs that inspire and empower people to take action in their life. I actually use music to teach principles that I teach to people, because music is a universal language.

So, I do a few different kinds of things, but most importantly, I get the most enjoyment out of seeing somebody learn, grow, and transform their life.

**Joe:** What I want to talk to you about is how you actually transformed your life.

Many of the people that know me, they'll hear me. I've done a few interviews with people that are experts. Well, I've done well over 170 interviews with people that are experts.

There's a few I've done on the area of addiction. You mentioned you're 22 years sober. We've shared some stories back and forth, and I've told a lot of people that when I was 18 years old, at my worst possible state, I weighed 105 pounds from freebasing cocaine. I averaged weighing around 120 to 130 pounds, a skinny guy.

But there was a period of time where I literally was just not eating, and so emaciated that I just... Did I even say that right? You know the term.

**Paul:** Emaciated, yes.



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**Joe:** Yes, exactly. See, I can't even remember.

**Paul:** But, you are emancipated. You are definitely emancipated.

**Joe:** We're just going to leave that in, okay?

**Paul:** That's right. No problem.

**Joe:** So, basically, I've been through some addictive challenges, and really struggled. So, I'm always fascinated by people that got out of it, because a lot of people don't. Addiction is a brain disease and it affects a lot of people. You really overcame it. You have a tremendous amount of life lessons.

So, there's the Paul Hoffman public speaker, music guy, author, publisher, that has thousands of people that have listened to your audios, your music, watched your videos, read your materials, joined your courses.

Then there's this other side of Paul who, many, many years ago, was literally in this self-created hell that you were in.

So, take us back a little bit about that. Where was your life at? Let's talk about the time when you had written this jingle, "Have You Driven A Ford Lately?" Tell that story, then we'll kind of get into where your life was at, at that time.

**Paul:** Okay. I wrote "Have You Driven A Ford Lately?" with my good friend Frank Floyd, who was my best friend, who died a few years ago from lung cancer. But he was really my soul brother.

We wrote that jingle in 1980, and it was a huge success. I was about halfway through my addiction. First of all, I'm an addictive personality. I recognize that. I know that. Some of you might be an addictive personality, but you don't have to fall into the darkness that I fell into. You can transform that energy into creating your life the way you want it to look like.



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So what happened to me was I always had this desire to fit in. Okay? I don't know if anybody can recognize or identify with that. For me, drugs and alcohol was a way to fit in. As a creative person, I've always, even until this day, and I've written some amazing things and had some amazing success, I've worked with some wonderful people who I consider mentors in my life. Like Joe, okay?

I still to this day, when I get down to write a chorus or write a song or something, I still get this little twinge sometimes, this little voice that goes, "I don't know if anybody's going to like it." But I've learned now to quiet that voice, which I would recommend everybody do.

So, to be very truthful and very honest here, I had a \$2,500-a-week cocaine habit and I drank a fifth of vodka a day for many years.

Now, I'm working in the highest echelons of the advertising world, companies like *J Walter Thompson*, and *BBD&O*, and *Leo Burnett*, and you name it, and doing *Ford* and *Burger King* and *Coca-Cola* and *McDonald's*, all of the big ones, and really thinking that the kind of work I'm doing is really, really good. I could remember when I got more clarity, after I got sober, that I remember waking up in the morning and listening to what I did the night before. I'm in a studio now with these high executives and all these people, and thinking that the stuff I'm doing is the next best since ice cream. I'd listen to it in the morning, and it would sound awful. I'd have to go in and remix it, or whatever I had to do.

But still, I was so into it, for me the glamour of the cocaine and the alcohol, that I just didn't know any better.

I worked at a studio, before I owned my own, that was 3 blocks away from my drug dealer. Okay? It was convenient. I remember going, having sessions of a 45-piece orchestra, string players, and what have you, and I'd have an arranger arranging my compositions. They'd be warming up the band, if you will, and I'd leave. I'd ask my clients. I'd say, "Hey, does anybody want a smoothie," because there was a smoothie place a couple blocks away. They'd say, "Oh, yeah." I'd say, "Great. Well, while they're warming up, I'm going to just go get some smoothies," and I'd dash over, 3 blocks to my dealer's house.



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His buzzer didn't work, so he'd have to throw me the keys down. I'd get in, I'd score what I needed to score, run back to the smoothie place, get smoothies, and get back to the session just in time for the downbeat.

When I look back at that, it's crazy. I used to go into meetings with executive creator directors, and presidents of advertising agencies, and I'd carry a shoulder bag with me. I'd always have a fifth of vodka in my shoulder bag, because I was always about balancing. I'd snort some cocaine, and then I'd have to have a couple of swigs of alcohol, just to stay level.

I could remember, in these meetings, talking about these high-level campaigns, which were hundreds of thousands of dollars to me.

In the advertising world, it's like in any world. You screw up once, you might get a second chance. You screw up twice, they're never going to call you again. But I'd sit in these meetings, and I'd excuse myself, take my shoulder bag, and go to the men's room, and snort cocaine and have some vodka. I never thought about leaving the room and them going, "I wonder why he is taking the shoulder bag?" I'd do some crazy things.

So, what happened for me was, little by little, the drugs and the alcohol started to take over my life, so I started to burn bridges. I'd do recording sessions, and I would tell my clients to go stick it up you know where, right in front of everybody. I didn't really care.

So finally, what happened was they stopped calling me. All my circle, my circle of friends who really loved me but just couldn't do anything for me anymore, just disappeared, and now I was left to my own defenses.

I knew that I was screwed up. I knew that my life was moving in the wrong direction. I knew that I was throwing away an amazing opportunity that had been given to me. But I was so caught up in it, and so ashamed of my behavior, that I didn't know what to do.

So I just kept drinking. I got married. My ex-wife, who to this day is a dear friend of mine, she didn't do drugs, so I stopped doing cocaine, and I started to drink twice as much.

So, what happened would be I'd get up every morning – now,



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again, I wasn't working but I did have an office that I would go to every-day – and basically, I'd go to the office, I'd sit there, and I'd drink all day, 9:00 to 5:00, come back, "Nothing happened today. I'll go home."

So November 14th, 1988 is my day of sobriety, which is the last day I ever had a drink or a drug. As I mentioned, I'm 22 years sober. So, that day was just like any other day. I woke up. My mother-in-law had been in town. My ex-wife and my mother-in-law were going to go out and do some shopping. They left. But before they left, I went to the liquor store, which I'd go to at 7:00 every morning, so I could buy a couple pints of vodka, because I had the DT's. If anybody knows what that is, it's, I had shaking when you get up. I'd have to drink to get normal.

So, I went to the liquor store and I'd walk into this liquor store, same liquor store every day, and they'd say, "Good morning, Paul." I'd be there at 7:00, when they opened. That kind of thing would be so humiliating to me. But you know what? I'd go with it.

So, I'd buy 2 pints of vodka. I'd drink one. Excuse my grossness, walk about 2 blocks, throw up, start to feel better, then drink the other one. Then I'd stop at the coffee shop and buy a couple cups of coffee, so that my wife would have a cup of coffee, because that was my excuse to go out.

They left, her and her mother, to go shopping that day. I went back to the liquor store, got a fifth of vodka, sat down on the couch, started to drink, and I woke up out of a blackout. It was probably around 11:00 in the morning. I looked across the room, and there was a guy sitting at my living room table, and he had no legs.

It was a hallucination, guys. But it would be like the same as I'm talking to Joe. He would be that present. I had a conversation with this guy all day. I don't know what we talked about, life, whatever it was. I looked at my watch, and it was about 4:00. So, the whole day had gone by.

I said to him, I said, "Listen, I've got to get you out of here, because my wife and my mother-in-law are coming back." And he said, "Well, I have no legs, so how am I to get out of here?" So, I looked around the apartment, and I noticed that my bike was in the hallway. I said,



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*See, as a  
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“Here’s what I’m going to do. I’m going to go to a hardware store, and I’m going to buy chains and fasteners.”

See, as a drug addict, as an alcoholic, you’re a schemer. I was a thief; I was a liar; I was anything that was negative. Trust me. It was always about what’s in it for me.

So I said, “You know what? I’ll go to the hardware store. I’ll buy these chains and fasteners. I’ll build this erector set kind of thing, and I’ll get you out of here.” He said, “That’s a great idea.”

So, I’m dressed in shorts and a t-shirt. It’s in New York. It’s November 14th. It’s cold and rainy. I ran 12 blocks to a hardware store, dodging traffic – I must have looked like a crazy man – and I bought chains and fasteners.

Got back to the apartment, and I’d laid them out all over the living room floor, very organized. The screws here, the chains here, the fasteners here. I was a very organized and functioning drug addict and alcoholic. So, I laid it all out, and then I realized I didn’t have a screwdriver to put it together. So I did the next best thing that I knew, which was tear the apartment apart to find a screwdriver.

So, I went to the kitchen, took all the drawers out, dumped them on the floor. Went into a closet, took all the stuff out. Finally found a screwdriver, and I sat down to put this thing together. Then my wife and mother-in-law walked in and asked me what I was doing.

I said, “I’m putting together this thing to get this guy out of here.” Needless to say, they were shocked. I didn’t think anything of it, man. This is what’s happening.

So, they called a friend of mine, who had been sober for a while. He came over. He said, “Let’s go to St. Vincent’s Hospital. We’ll get somebody in the emergency room to come and get the guy out,” which the story was they really wanted me to get checked in.

We went up to the emergency room, and I was there for about 3 hours. I was now approaching probably a seizure, or some kind of near-death experience. After about 3 hours, they asked me if they could take my blood pressure. I said, “Yes.”



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So, they took my blood pressure, and they next thing I know I was in the straitjacket, and they took me to the 14th floor psych ward, and that was it.

I can remember getting up the next morning, and saying, “Thank you, God, that I don’t have to live that life anymore.” If anybody has ever seen *One Flew Over The Cuckoo’s Nest*, the Thorazine shuffle, there’s a line that went to get the meds everyday. That’s what I did for 14 days, while they nursed me back to some semblance of health. I went to a rehab for 30 days, and the rest is history for me.

What I got was that you didn’t have to live that way anymore.

So, you can take that circumstance, of any circumstance in your life, if things aren’t going well for you, you can make the choice not to live that way anymore. Or you can continue down that path. It’s really up to you.

But I remember just saying, “I don’t have to live that way anymore. I get to have another chance.” That’s kind of how it happened.

**Joe:** Wow. Incredible story. What do you think you were there? There’s a lot of causes as to why someone uses drugs, alcohol, gambling, sex, overeating, Internet addictions, meds, you name it, to numb the pain.

I’ve thought a lot about addiction. I’ve experienced a lot of addiction in my life, chemical and behavioral, and one of the things, I’m a very big believer in 12-steps. I don’t think anything in the world, from my experience and knowledge and many addicts, family members of addicts, and therapists, and addicted doctors. When I say addicted doctors, I mean people that are doctors that were addicts. There’s a lot of them.

**Paul:** I know a few of them.

**Joe:** Yeah. I’ve done a couple of Genius Network interviews with some of the top addiction experts in the world in different categories. I’ve never seen anything that is done more to help people than 12-step programs.

There’s a great one by Bill W. Bill W, Dr. Bob, founders of AA,

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where he said that as alcoholics, we're trying to drink God out of the bottle. I've always found that to be a pretty fascinating statement. Regardless of what someone's belief is, atheistic, agnostic, or they have a spiritual practice or they're religious, whatever, it's an interesting statement. Because, in a lot of ways, there's this void that exists in someone's life.

When you feel crappy, when you feel anxiety, when you feel depression, when you just feel hopeless and terrible and you want that feeling to go away -- there's nothing wrong with wanting that feeling to go away. Nobody wants to feel bad. It's the mechanisms that we choose in life to satiate or try to remove pain.

What's interesting about addiction is that the methods that an addict chooses are the things, the very same things that cause the pain. It's just a vicious cycle.

**Paul:** It's a circle, yeah.

**Joe:** Yeah. What do you think caused it for you? What do you think causes it for other people? I know you have some perspective on it, because so much of your life work now is really built around, everything I know about you is just a genuinely, really caring human being that has been through a lot of shit. So you can resonate with getting out of it. What's the cause?

**Paul:** Thank you for that, Joe. For me, there was some feeling within me that I felt less than, to be frankly honest with you. Even though I had this major success, interviewed by CNN. Interviewed by others, when "Have You Driven A Ford Lately?" came out. I mean great success in my life, monetarily and materially. But spiritually, I didn't have a really grounded practice.

So, my life was all about making money and looking good. That's who I was. I wanted to look good and make money. If I couldn't look good and make money from you, then I really didn't want you in my life.

So, I had this void about my personal self worth. I had to really



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take a look at what that was. I realized that I was really predicating the success in my life on things that were a result of my talent, but not a result of who I was as a human being.

As a human being, I want to be loving, I want to be caring, I want to be compassionate. I want to be able to serve. I want to be able to live in my highest purpose, so that I can then share that highest purpose with somebody else, and encourage them to live their highest purpose.

With drugs and alcohol, it gave me an escape mechanism, like you mentioned earlier, Joe, where it falsely gave me a sense of power or empowerment.

I looked good. I was working with some amazing musicians. Again, amazing accounts. Most everybody, back then, was into some kind of drugs. Not necessarily the way I was.

I mean I remember 2 of my buds, Frank was one of them, and my buddy, I won't mention his name. But we all did drugs together. I would put out lines as long as this chair. I mean, that's kind of what I would do. My other buddy, he'd buy a half a gram of cocaine, and he'd have it for 2 weeks. I'd say, "How do you do that?"

So, certain people, recreational, whatever you want to call it. I'm not advocating drugs. I'm advocating identifying with your gift and your talent, which is unique to who you are, and running with that and inspiring people about that.

But I would just feel like, the more cocaine I had in my pocket, or the more alcohol I could drink, or the more I could party, the more people liked me. Obviously, that's, like you said earlier, that vicious cycle where you think what you're doing is going to deaden the pain. It only exacerbates the pain, and people start to retreat.

**Joe:** Yes, exactly. Well, I interviewed a guy named Pat Carnes, who's the top doctor in the world most known for sex addiction. Written many books on sex addiction. I did a video with him, which people can find online, of course. He talks about how the addiction cycle is the preoccupation, where you're thinking about it. Then there's the ritualization, like you

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would wake up everyday and you would go and get the 2 bottles of vodka. You would go, drink, throw up. That's a ritual. You'd go to the same places, probably. You'd drink the coffee. There's a ritualization.

Then there's the compulsive act, the acting out, the drinking, and then there's the despair.

So, preoccupation, ritualization, the actual acting out, and then the despair. The only thing that makes the despair go away, when you're in that cycle, is go right back into preoccupation, ritualization, doing it.

The drinking, the drugging, the behavior is only one part of the addictive cycle. There's a lot of other things happening. It just cumulates with that. You feel real crappy, and then boom. It's very bizarre. But, millions of people are experiencing this everyday, and most are not even aware of it.

You talk about all of the diseases in the world, from rage and fighting and violence and wars, and people dying of all kinds of medical conditions, I think most of it is caused by addiction.

**Paul:** I would agree with that.

**Joe:** Yeah. I think addiction is one of the biggest human problems, one of the causes of the most human suffering, and it's an inside job. It's not something that externally you go out and try to find a solution for. Empowerment seminars don't cure addiction.

**Paul:** Absolutely not. The internal work that you do, it's like I said earlier. Your inner reality creates your outer circumstance. You're highly successful, very, very smart at what you do. You've helped many, many people. But all you can do is give them the information. What they do with it is their choice.

When I speak at seminars, one of the first questions I ask people is, "How many of you have bought a product or a service or whatever, and never opened it?" 3/4 of the audience usually raises their hand.

Again, the mechanism or the mindset that gets you into trying –



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addiction is really kind of like trying to avoid something, like you say, despair or whatever – to avoid something in your life, or you're not being able to embrace maybe who you are because of some kind of a condition or habit that's happened in your life.

There's no blame in addiction. I did this outpatient program, where I went to a place called Regent Hospital in New York. Again, I'm successful, things are going well. I've got a great staff who love me, who really loved me. I still love them. They said, "You've got to get some help."

I said, "Okay, I'll get some help." They were threatening to tell everybody about my drug use, and blah-blah. So now I'm in my defense mechanism of protecting me, so that nobody knows what I'm doing, so that I can still look good. So, I said, "Okay. I'll go to an outpatient program."

So I remember going to this place called Regent Hospital; I still remember the doctor's name. His name is Dr. Zahn. Now this guy is an expert in addiction. So, I used to go to see him once a week, and you'd have to take a urine test. Remember, I said I was a schemer. I wasn't interested in getting sober, I had to figure out how I could get one by on this guy, who's an expert.

So what I did was I went to the drugstore, and I looked in the section that had capsules, vitamin capsules or whatever, and found these capsules that were yellow. Took them home, and did a test. I emptied 3 of them into a little vial, put some water in it, and shook it up. It looked like urine. So, I said, "I'm in."

So the next day, I go to see Dr Zahn, he gives me my little cup to pee in, excuse me. I go into the bathroom unsupervised. I put these open capsules, put the pills in, shake it all up, looks like urine, hand it in. Bingo. Don't hear anything from him. I go, "That was easy."

So about 4 months go by, I'm doing this every week. Now obviously, I'm high when I'm talking to this guy, because that's who I am. I'm sitting here talking to him, and I think he thinks I'm the next best thing. "Man, this guy is doing really good." Four months go by, and he



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*They have these bizarre double lives, and they're very clever.*

says, “You know what? You really are doing well. I think today we’ll have a supervised urine test.” So they called the male nurse. I had to go to the bathroom with the male nurse, pee in the bottle. He had to watch me. I was busted.

But that’s kind of just some of the behavior that I used to do. It’s nuts.

**Joe:** You know what? Addicts are – you mentioned the term – functional. There’s many people in the world that make a lot of money, that are famous, that are everything; priests, politicians, actors, businesspeople, entrepreneurs, and everything, housewife. They’re functional. They get stuff done. They have these bizarre double lives, and they’re very clever.

It requires a tremendous amount of creativity to be a functioning addict. Because the stuff you’ve got to pull off, the deception and delusion you live under, the lies you create in order to cover your tracks, are fascinating.

Unfortunately, the public persona on television isn’t really all that accurate, even when they do the rehab shows. Most people don’t know this, but one of the top recovery hospitals, like for the celebrity rehab shows and stuff, a lot of the people that you see on those shows are doctors that work at a rehab center in California that happens to be owned by one of the largest producers of pornography in the world. Most people don’t even know this.

It’s like these facilities are supposedly out there publicly showing people celebrity rehabs and stuff. But if they really did some background research of who actually owns these organizations, it’s literally, “Let’s use addicts for entertainment, and kind of give people sort of a not really realistic version of it.”

So, at the end of the day, unless someone’s an addict themselves or they’ve really been through it, they know a much different sort of story.

Of course, one of my reasons to want to do this interview with you is I want to deliver, I guess, like a 12-step group experience, strength and hope to people that are out there.



*I had to do a lot of stuff in the back-ground to make that happen.*

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Even if you can't relate at all to ever having an addiction or you absolutely just don't have addictive thoughts, feelings, behaviors, I think it's still really valuable to at least have an understanding of this. Where we're at in today's day and age, the institution that tries to handle addiction is the criminal justice system, when it really should be the medical industry.

It's confusing bad behavior with badness. I know a lot of really loving, amazing human beings like you, that are not bad people. They have done things that absolutely you could say are bad. They have hurt people. They've lied to people. It does not necessarily mean these are bad, evil people, and you throw them out.

If the criminal justice system handles that and things they're going to solve it, for one, it just makes it go deeper and deeper underground. Secondly, these people live absolutely tormented lives. Some of the greatest inventors, creators, and entrepreneurs suffered from tormented lives because of addiction.

So, my objective here is to continually introduce people, through Genius Network, that have transformed it, that can talk to it and speak to it so that people can identify it in themselves and do something about it, if there's any ability to inspire. Or people that know someone that has an addiction will look at them with more compassion and more kindness, and not just throw them out as these horrible, bad people.

**Paul:** You know you said one thing, Joe, and I just didn't want to forget to mention. But you talked about how much energy goes into to continuing to create that life. The scheming, the lying, the cheating, the deception, whatever it might be. I spent more time trying to keep up. I lived a dual life, obviously. On one hand, I was totally immersed in a dark world of drugs and alcohol. The other life, I was trying to put up this front of I'm an amazing human being who does this great work and blah, blah.

In order for that amazing human being front, I had to do a lot of stuff in the background to make that happen. If imagine you have an addiction or something is going on in your life, you're going through a

# The Character of Success

Joe Polish Interviews Speaker and Coach **Paul Hoffman**



*A very low level of self esteem is always a pre-requisite for addictive behavior.*

rough period. Darkness brings light. Light comes out of dark.

So, imagine if you could transform the energy that you put into keeping yourself stuck in a situation, into creating a new paradigm for yourself. It's the same amount of energy. It's not a different energy.

**Joe:** It's just redirected. You'll hear this a lot, too, with people that are addicts. If I put 2% of the energy into productive things or into my recovery, that I did into my addiction, oh my god, what would have happened, or what could have now happen?

You know that now too. Because now, over the last 22 years, you've completely went from this life of wreckage and ruin to a life of building. Obviously, you've got a great reputation in the circles that you run in. Everyone I know that knows you, their perspective of you is just a wonderful human being that contributes a lot.

When you're in an addict mode, the world ain't thinking that of you.

**Paul:** Plus, *you're* not thinking that of you.

**Joe:** Yeah. Well, see that's it too. I have a dear friend named, Nathaniel Branden, and Nathaniel is like the father of the self-esteem movement. I've had conversations with him about addiction. Addiction was never his specialty. His whole thing was just self-esteem and how people think about themselves. A very low self-esteem is always a prerequisite for addictive behavior. You cannot sit and hurt someone/yourself, unless you're disconnected, unless you're isolated, unless you're hopeless, unless you're into self-loathing.

Even if whoever is watching us is not in addiction, there are self-destructive behaviors, there is self-sabotage. A lot of those come from the same places that, in their worst state, manifest themselves as out-of-control, unmanageable behavior. Addiction is simply doing something you don't want to do, and not being able to stop.

I know for myself that, yeah, the self-talk I had was horrendous.



*You've got  
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Even to this day, that's one of the things I have to work on, because I grew up with a real sense that I didn't belong, the world was not a safe place, that I was unlovable. Tremendous amounts of worthlessness in those feelings. In the worst possible states, really bad shit would happen. I would do really bad things. So that's just one of the things that an addict lives with.

Now, today, you inspire a lot of people on how to change the self-talk. You have a great acronym, which I wrote down, about character and the 2 different types of communication. I'd love to have you talk about that; because, for one, I think it will be instructive for some people. For others, I think it could actually change their life, and give them a process on how to get out of some of this bad self-talk.

**Paul:** Okay. I'd love to do that. So, I have this program. It's called *The Character Of Success*. It's really a philosophy, and I teach it in my trainings. In the Character Of Success, there's an acronym for *character*. It's Courage, Honesty, Attitude, Responsibility, Appreciation, Communication, Transparency, Enthusiasm, and Reboot. I'm not talking about the computer.

Reboot is basically releasing what's no longer serving you in your life. Because when you are able to release something, then you're able to bring something new into your life. So, it's release and renew.

It's really very simple. You've got to have **courage**. You've got to have courage to stand up and to take the risk in life. Okay? Nothing comes easy. You've really got to work at being present to your life and being present to what you want to create in your life.

I'm firmly convinced that if you have the courage to not worry about what it looks like to people or what people are going to think about you, but have the courage to take that leap of faith, even if you fall down and get up, you've learned a lesson.

One of my favorite quotes is by Einstein – I'm sorry, Edison – where they asked him, "So, why did you keep trying to invent the light bulb after you failed 10,000 times?" He said, "I didn't fail 10,000 times.



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I just found 10,000 ways not to do it.” That’s dedication, which is part of courage. That’s commitment, which is part of courage. So you’ve got to have courage.

Then, you’ve got to be **honest** with yourself. Where are you on your learning line of life?

I had to be honest with myself. I was a freaking drug addict, alcoholic, I’m going on a one-way street to death. So, I needed to transform that.

You need to be honest where you are. It’s okay where you are, because where you are is supposed to be where you are. So, you don’t need to beat yourself up about it.

So, courage, be honest.

Then, where’s your **attitude**? Your attitude is going to be everything. Remember, I said inner reality creates outer circumstance.

Okay. **Responsibility**. You got to take responsibility for your life. You create your life. Nobody else does. You can’t blame people for what happens to you. You can’t be the victim. You take responsibility for it. When you take responsibility for your life, people will gravitate to you and want to help you.

The blame game, that’s a temporary thing. I used to blame people for my addiction. “Oh, it was because of an ex-girlfriend that I did drugs.” Yeah. Okay. She didn’t put it into my mouth. I did. So, take responsibility for your life.

Then, **appreciation**. You know, gratitude and appreciation will get you out of any funk. We’re at the time of the year. Everyday, you should appreciate who you are, what you have, what you have to offer, and appreciate somebody else.

Joe does a lot of great work for people. So, rather than be envious of what he does, you should appreciate what he does. People should appreciate what they do, and appreciate others. Jealousy and envy just create discord and disharmony.

Then there’s the second C, which Joe has mentioned, which is **communication**. Communication is such a powerful tool. So here, we’re



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talking. I'm present, Joe is present. He acknowledges me, I acknowledge him. I feel like I'm really being heard.

So by being heard, I'm willing to open my heart to anybody that's watching this – and be vulnerable. That's because there's a 2-way communication going on. In order to have that communication, I've got to be a good listener, and so does Joe.

Then there's the second form of communication, which is what do you tell yourself everyday? When you wake up in the morning, what kind of conversation do you have with yourself?

People ask me, "How you doing, Paul?" I tell them, "I'm nothing short of phenomenal." Now, I might not feel that. But I guarantee when say that, I get some sense of a new energy in me, and I get to see somebody else smile at me when I say that. That just shifts my energy.

If I'm feeling in a funk, it just gets me right out of it. I'm communicating positive reaffirmations to myself.

Okay, from there, you've got to be **transparent**. Because if you're not transparent, if people feel that you're not being truthful, or that you're hiding something, or you're not being authentic, they're not going to want to be around you.

One of the greatest things about success in life is that you never got to do it by yourself. You've got staff, you've got mentors. I mean, come on.

The greatest minds in the world, that invented the greatest inventions in the world, didn't do it alone. So, you don't have to do it alone. That will get you back into some kind of an addiction, I guarantee. If you think you're out there on your own, left to your own devices, sometimes you're going to take the wrong choice.

After transparency, it's **enthusiasm**. Simply, if you're not enthusiastic about what you do, I would highly recommend that you don't do it. Change your philosophy. Do something different.

Then finally, as I mentioned, **reboot**. Release what doesn't work for you anymore, which is some of the hardest things for people to do. I remember not being able to release certain things, because I felt I needed



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them.

So, you need to realize that you don't need to be attached to anything. See, don't worry about the results. Worry about the what and the why, because the how's going to take care of itself. But be really certain about what it is that you want to do and why you want to do it, and don't get caught up in the results. Because if it doesn't show up the way you want to do it, then you're going to be discouraged or disappointed. There's no need to do that. Life isn't built, it's a process, and so you've got to release.

I can remember, just from a standpoint of friends, who I dearly love and who dearly love me. I've got a friend who would give me the shirt off his back and the last dime in his pocket. To this day, I really love him. But I've got to love him from afar, because every time I'm around him, he's negative. Now, that might be a judgment, and I'll own it. But really, I can't be around that.

So, you've got to release things that don't support or nurture you.

I'm sure you've heard this before: you're a result of your environment. Who are the 5 people that you hang out with? Because you're going to be like them. So, you might as well hang out with people that really get you to take the next level in life.

Then once you're able to release, you're able to renew, you're able to bring new energy into your life.

Every time I go out and I go to an event or I meet some people, I'm always looking for how there can be a win-win relationship, how we can support and help each other. I'm always looking at people's energy. When I first met Joe, Joe is crazy. I love Joe. Every time we see each other, he is always happy to see me, and I'm happy to see him. We're developing a good friendship.

But the energy, his energy is so positive and so uplifting, that those are the kinds of people that you want to hang out with.

So, that's really kind of what The Character Of Success is about.

**Joe:** I'm glad you said that on a video, because a lot of people might be like,



*I really believe that everybody has a unique gift and talent.*

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“Joe is not like that at all. I don’t like him.” No, I’m kidding.

Paul: Come on, you got to like this guy. What are you talking about?

Joe: What sort of a crazy person would not adore me?

Paul: Are you kidding me?

Joe: Yeah, exactly. You said a lot of really good stuff. What do you want to do, and why do you want to do it? I think that is one area of confusion and complexity that I hear so many people complain about. “I don’t know what I want to do. I don’t know what’s next. I don’t know what my purpose in life is.”

Some things, people spend exorbitant amounts of energy trying to figure out that really, “Just get to work. Get busy.” Where does energy come from? Part of it’s just pursue what you are passionate about. You’ll kind of figure it out.

For the people that just have this gigantic, “I’m in the wrong place, I hate my job, I hate my relationship,” they’re just not in a good place, and they cannot figure out what to do, any thoughts on how to get clear? Because so many people live in complexity.

Paul: Yeah, I like that. I like that whole *complexity* word. That’s a great word. For me, I really believe that everybody has a unique gift and talent. What Joe does, I don’t do. What I do, Joe doesn’t do. Right? So, you’re brought onto this planet with a really specific, unique gift and talent that, really, the universe is calling you to express.

A lot of times, the complexity and confusion of what to do is really because most people kind of get in their own way. For me, the biggest stopper, if you will, of progress in somebody’s life is because you have some kind of a belief that you can’t do it.

How do you find your passion? Well, one of the things I suggest you do, is take some time to sit and be reflective. Take time to go within.

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*What are  
the high-  
lights of  
your day,  
and the  
insights?*

Look at your life. Look at the things that have brought you the most joy in your life.

It doesn't just mean success in life, or business. What were your best relationships? Why were they your best relationships? What was the energy that you brought to it? What was the energy that somebody else brought to it, that kept that attraction going?

So, you've had experiences in your life that have really been wonderful, loving, fruitful, successful. But we have a tendency, sometimes, to focus on what we don't do. I've got this program, it's called *Day Sculpting*. At the end of the day, there's a process, it's a 10-minute process, where I teach people how to review their day. So you review the highlights of your day. What are the highlights of your day, and the insights?

Now, some of the highlights will be really good, so you can build on those for the next day. Some of the insights will be like things didn't work well. Guaranteed, most people, if they've got a list of 10 things to do a day, which I think is a little too much, they'll do 9 of them really well and they'll do one really shitty. I wasn't going to curse, but since Joe did, I'm going too.

**Joe:** I always try to bring that in, anyways.

**Paul:** I'm trying to move over now. But, they'll focus on what they did shitty, and then, they'll make their day not a good day.

So, again, really take the time to look at where your life has been positive, and where things have really inspired you and really brought out enthusiasm in you. Rather than keeping it up in your head, get it out. Write it out, so you can look at it and can go back into your heart. Because you want to lead with your heart, not your head.

Does that make sense?

**Joe:** Totally, totally. I like it. Yeah. One of the things I want to make sure we cover when I'm talking to you, is that whenever I go into the area of



*One of my favorite quotes of AA was always, “Keep your side of the street clean.”*

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addiction and I talk to someone about it, I want to make sure I leave the viewers, the listeners, with sort of some reality.

The reality is if someone does suffer from addiction or you have people in your family, they’re not going to read a book or watch this video or anything, and, boom, you’re fixed and inspired. You need to unravel a lot of stuff.

You mentioned before we started interviewing, and we’ve talked about this before, that AA saved your life. I don’t think we talked about it, but you had a conversation, I don’t think you mentioned it, but you were getting paid \$650,000 a year for...

**Paul:** “Have You Driven A Ford Lately?”

**Joe:** For how many years?

**Paul:** 8.

**Joe:** 8 years. Okay. And you pretty much drank and snorted that up your nose?

**Paul:** Yeah. And that was just part of my income. But, it was helpful.

**Joe:** Yeah. That’s a lot of royalty money, yeah. The point is, all the money in the world is not going to buy someone out of an addiction.

**Paul:** No. You know, Joe, you’ve probably known as well, again, I’m grateful for Alcoholics Anonymous. One of the things that Joe mentioned, the quote that he liked about drinking God out of a bottle. One of my favorite quotes of AA was always, “Keep your side of the street clean.”

I’ve known people in AA who have been so successful, had so much on the exterior. It looked like, “My God, how could they even think about this? They’ve shot themselves in the head.”

So, it’s an insidious situation to be in. That’s a word that we use in Alcoholics Anonymous. It’s not a fatal energy that you need to embrace

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***“I walked into a health club, I sat on the bench press machine, and I didn’t get healthy!”***

in your life. You got into the addiction. I got into my addiction by my own devices. So, I can get out of my addiction by my own devices. I’ve just got to shift something.

I don’t know why I went there.

**Joe:** It’s very helpful. My personal belief, which is not something that I just conjured up and decided to believe it, this comes from lots of experience and lots of work with other people, I don’t think, if anyone has a true addiction, that they will ever manage it or recover from it without 12-steps or something really darn similar to it.

Because when people go to meetings, I’ve heard this a million times. “I went to meetings, it didn’t work.” Well, 12-steps are not about meetings. Meetings are where they gather. Meetings are where addicts go to share experience, strength, and hope.

At the same time, there’s these things they call 12 steps. Part of 12-step meetings are you actually do the steps. When someone says, “I just went to meetings and I didn’t get sober, I didn’t recover,” that’s like saying, “I walked into a health club, I sat on the bench press machine, or I looked at it, and I didn’t get healthy.”

**Paul:** I’ve got no muscles. What happened?

**Joe:** Yeah, the cardio didn’t improve. It’s like you literally have to get on the equipment. So for 12-steps, addicts need to do the 12 steps.

A lot of people cannot, they try to figure out why these 12 steps work. There was a recent article in *Wired* magazine, a very interesting article. I think a lot of inaccuracies, but a very interesting article. They cannot figure out why 12-steps work. A lot of people that I’ve met, many old-timers, they’ll say things like, “My addiction was my greatest gift.” People that have had just so much wreckage. You’re like, “Wow. What state does someone need to get to where they just freaking screwed up their life so badly and had so much shit, and they get to a point where they’re saying, ‘This is my greatest gift.’” It’s just an immense amount of



*Your best thinking got you here. I think that applies no matter where you're at.*

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gratitude.

So, it's a fascinating program. A lot of it has to do with just mutual suffering. One of the reasons I like mastermind groups, be it any area of life when you can go and sit down with another individual that's been through the same shit that you've been through, there's a rapport, there's a connection that you have with that individual, that you simply won't have with other people.

Part of it is simply safety. When POW's would come back from a war, or vets would come back, they would be depressed or shell-shocked, or whatever terminology that someone would use. They would go to see doctors and therapists, and they wouldn't get help. It wasn't until they put them in rooms with other POW's.

Paul: Support. They got support.

Joe: Exactly. So whoever is watching us, wherever you're at in your life, you mentioned it, Paul, what starts in disconnection is going to end in disconnection. If you are isolated, if you're disconnected, you literally need to connect with something; the reason they call it a higher power.

There's many people I know that don't believe in "God," that have a higher power. It's connecting with something. You're not going to figure it out on your own, if you're an addict.

If you could, one of the lines in AA, is, "Your best thinking got you here." I think that applies no matter where you're at.

So if you are a housewife, if you are a janitor, if you are a multi-million-dollar CEO, and there's some areas of your life that aren't working, guess what? Your best thinking got you there.

Paul: I like that. I like that.

Joe: That's just where you're at. If you want to be somewhere else, you need to look at your thinking.



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*People think, "Oh my God, nobody's been through what I've been through, blah-blah-blah." That's BS.*

**Paul:** Right. You know, I think another thing that's really important for people too, again, your best thinking got you there.

So many people think that their problem is specific to who they are. People think, "Oh my god, nobody's been through what I've been through, blah-blah." That's BS.

The bottom line is there's many, many people that have been through what you've been through, in some form or another. So when you're able to open yourself up and, again, ask for help, you're going to be more apt to stick to something, rather than trying to think that you can do it on your own.

Joe is right. You can read the big book on Alcoholics Anonymous. You can read it until you're blue in the face. But if you don't practice the principles, nothing's going to happen. If you don't get into the fellowship of the program, nothing is going to happen. If you don't open yourself up and allow yourself to be vulnerable, then you're going to continue to hold all that stuff in, which has gotten you to the place that you're in right now.

It's time to develop a new strategy, so that you can move past any semblance of addiction, and get into really the spirit of who you truly are -- and you're a gift. You're a gift.

I would encourage you to, as you watch this, take some of our advice. We've been through it. He told you where he was at. I told you where I was at. I'm not telling you this because I think it's funny. I'm telling you this because you know what? I'm 59. I'm lucky I'm here. I might not have been able to be here. But you know what, through the grace of God, and I choose to call it God, my higher power, I've been able to turn it around -- and you can.

In any area of your life, whether you're addicted, or whether you go down another path, or whether you think your life is not working for you, or whatever crap you think, you can turn it around.

**Joe:** Yeah, exactly. People have a lot of shit in the world. There's a lot of stuff that's going on. The cool thing is that the human brain, the human spirit is amazing. We can bounce back from so much stuff. The resilience, the



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amount of abuse that I used to do to myself, it's unbelievable.

No matter where you're at, you can always be a force for good, you can always be an inspiration for people, even if you were a victim. You kind of touched on this, a lot of people are. I think all of us could point to things where someone took advantage of us. I've had very bad things physically, amongst others, happen to me in my life. I could very much say, "Yeah, I was a victim."

However, when you become an adult, there's this thing that you say, responsibility. You have to take responsibility for yourself. Even if you live your life as a victim, you have no power out of it. Even if it's true, you can't do anything in that mode. So, you've got to step up and you've got to really do something about it.

The beauty is, there's all kinds of people out there, and I would say you're one of those people, that is willing to walk the path with people, and help them, and share the story.

It takes incredible courage for you to talk about all of the things you did. Because a lot of people have done that, and live it, and are there right now, but they never told a soul. You've heard this a million times before, you're as sick as your secrets.

Paul: Absolutely.

**Joe:** If you live in secrets, the sickness will be there. That which is most private, is most public. People think they're the only ones that have done this, they're the only ones that have had this happen.

I could, maybe one day I will, write a book about all this. I could tell people stories that would make them cringe. But you know what? You could tell stories that would make other people cringe, and you can't keep that stuff within you. I guess you could, but it doesn't really support a very harmonious life. What it supports is angst and chaos and hopelessness.

So, that's part of my motivation for talking with you, Paul, and to say to the viewers, talking with Paul, I think he's just a great individual. Some people, I know, just hearing your story's been transformational.

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*It may not  
be good  
news, but  
it's better  
to know  
than not  
to know.*

Others, it might have cracked that really hard shell a little bit, and they might start looking at themselves.

So, if you believe you have an addiction, my friend Ned Hallowell, who's the top ADD/ADHD psychiatrist in the world, he has a 3-step worrier plan. Don't worry alone, get the facts, and have a plan. That's what he says.

He also has other steps on top of that, but those are like the main 3 steps. Don't worry alone, and don't feel pain alone, don't suffer alone. There are people out there. Get the facts. If you think you have cancer but you don't know, get a checkup. It may not be good news, but it's better to know than to not know. Then, have a plan. There are a lot of those. Paul provides those.

I'm going to ask you for some of the resources that you have, things you recommend. It could be your own or other people's that you think would be helpful. We'll get to that in a little bit.

What I do want to say, if you absolutely resonated with this at all, and if you really ask yourself, if you have unmanageable behaviors, if your life is unmanageable and you simply can't stop, and it's not choice, you'll know. Addiction is not choice. People think it's a moral thing. It has nothing to do with that.

Addicts will do behaviors, they will consume drugs and things that they literally cannot stop. It's compulsive. If you have immense amounts of compulsivity in areas of your life, and it's destroying you, look up 12-step programs for whatever. If it's sex addiction, SAA and different types of sex addiction things. If it's gambling, Gambler's Anonymous. If it's overeating, Overeater's Anonymous. There's Internet addiction, there's drug addiction, there's cocaine addiction, there's Alcoholics Anonymous, where it all started. Seek them, out. Just go and check it out.

In a lot of ways, I know that will change someone's life. If we can just get even a couple of people to get themselves started on that road, I think we'll do a good service. The cool thing is it's free. It doesn't cost anything.

It's interesting, about me being in the marketing business and



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having spent my entire career learning promotions and marketing and advertising. One of the movements I admire more than anything does no promotion whatsoever. It's built through the voluntary contributions of its membership. A bunch of addicts. It's fascinating, and I think that's one of the reasons; they shy away from promotion. So, even this sort of stuff, this is not endorsed by AA. I'm just saying that because I've seen so many, in this case thousands of people, whose lives have been transformed.

So, that's my little wrap, in the nicest way I can, to say if you've got some stuff going on, really do something about it. Take a look at it, because no one should be suffering. Addicts are some of the most spiritually connected people. They're just connected to the wrong things.

**Paul:** Take the plug out and put it into another socket.

**Joe:** Yeah. I've met addicts that are passionate people. They're just passionate about robbing or doing drugs, or destroying their own life, or screwing things up. If you can redirect that energy, it's incredible. We live in a very addictive sort of culture, and the reason I like doing interviews with people about this is because I think the condition is just getting worse and worse. With the Internet, there's lots of people that they cannot pull themselves away from the computer.

Dr. Edward Hallowell calls it "screen-sucking." Literally, you're glopped onto a computer screen. You cannot get away. That does stuff to the human brain.

So, anyone that would sit down and read a self-help book, go to a personal development seminar, do anything to try to better themselves, including watching an interview with me and Paul Hoffman, on some level, is trying to do better. So, we want you to actually be the best you you can be; because for one, you'll be happier, you'll be healthier, you'll be wealthier, and you'll have incredible impact and value to share with the world.

A lot of people, they just don't know how to do what they want to

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*By seeking help, it doesn't mean that you're weak.*

do, because there's this sort of elephant in the room that they never face up to, they never step up to. That's really what my hope is, as a result of this.

So, having gone on my little tangent there, Paul. . .

Paul: I love that tangent, though.

Joe: Yeah. I'd just like to wrap up with if someone was to ask you, "My life is really out of control, it's not working, but you've overcome some pretty insurmountable stuff, where do I start? What do I do?" what would you recommend to them?

Paul: Well, I think we've touched on it. The first thing I would recommend you do is talk to somebody about it. Really be able to be honest about where you are in life and what's going on. Seek help. Seek help. By seeking help, it doesn't mean that you're weak. By seeking help, it means you're really strong.

To be able to talk to somebody about what's going on in your life, on a one-to-one basis, to be able to get a different perspective can only open you up to a much clearer understanding of what possibly needs to be done.

So, I would suggest doing that. I meditate. I meditate every day. I believe that by quieting my mind, I'm able to allow the infinite intelligence of the universe, whatever you want to call it, to really communicate to me in ways that nurture my spirit.

So, I would meditate. I would really allow yourself the ability to learn. Learning is such an amazing quality in life. We've all been to school. We've all hated homework, or whatever the hell it might have been. But if you're open to learning, if you're open to seeking out information, that can only inspire and empower you in whatever field you might be, or in whatever area you need to transform in your life.

So, be a perpetual learner. Don't set such high standards for yourself. Dream big and bold, because the universe doesn't know any



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different. But when you're out there working on what you need to work on in your life, make sure that you do things that are attainable and achievable. Because disappointment is really, really a fast-approaching concept in people's lives.

Most people, and I've done it, give up after 5 times at something. I remember trying to teach myself to play guitar. I'd have every excuse in the world about why I couldn't play guitar. "My fingers are too fat."

You know what? Breakthroughs. Breakthroughs happen when you have the courage to make them happen.

So, communicate to yourself in ways that will inspire and empower you.

But you know what? When you wake up in the morning, take a look at yourself in the mirror. Make sure that the first thing that you look at and that you say to yourself is something that communicates just how beautiful you are as a human being, and really embrace that energy. Because how you start your day is how you're going to live your day.

So, be available. Be open. Have an open heart. Lead with your heart.

Again, if stuff goes on for you, and I do this all the time, if something's up in my life, I'll call my trusted advisors, but I have a handful of people that I know are interested in my well-being and who I am in life, and not interested in giving me a yes answer to whatever I want to ask them, but are willing to call me on my shit, if you will.

So, find people like that. Because you know what? Unless you really start to uncover, discover and discard all of the stuff that's built up through all the years, that have maybe encouraged you to behave a certain way, unless you're able to let that stuff go, then you're not going to be able to have fresh energy in your life and really do the passionate things that Joe's talked about, or that I've talked about, so that you can really create your life the way you want it to look like.

Because until you create your life the way you want it to look like, it's going to be somebody else's life. You know what? I don't need to live his life. I need to live my life. If I live my life, then you know what? I'm



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*That's the beauty of being around people that inspire you, is you really get to feel their essence.*

doing the best that I can do.

Just do the best you can do. Make each day the best it can be.

**Joe:** Awesome. The reason I call my interviews Genius Network, is it's part of connecting people to a network of wisdom. It's wisdom network.

The thing you talk about with your trusted advisors, the more I talk to people and have conversations, and ask people questions, I always think, "Who do I want in my Genius Network? What is the network I want, that really are people that would be very useful and valuable and contributing to my life." That's what I think of as a Genius Network.

So, I wanted to introduce you to the network, so that anyone who can really see the value here, can latch on and can benefit from it.

So, Paul, you publish and put out a lot of really good stuff. How do people find you? How do they get any of your stuff? Any recommendations you would have, that you think would be valuable and useful to our viewers?

**Paul:** First of all, I want to say that I'm honored to be part of your Genius Network.

**Joe:** Thank you. Likewise.

**Paul:** That's the beauty of being around people that inspire you, is you really get to feel their essence.

**Joe:** Absolutely, man. I do, too. I appreciate it.

**Paul:** You can get in touch with me. My website is [www.SuccessSongs.com](http://www.SuccessSongs.com). That website will give you an opportunity to look at some of the things that I do, my coaching, my training, and some of the other programs that I have, speaking and writing.

I write a thing every morning called "Good Morning, Great Day." If you'd like to be on it, send me an email. I'll give you my email. It's



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### **Paul@SuccessSongs.com.**

If you have any questions or any concerns, or anything about addiction or anything in life, I believe in transparency, and I believe that the gift that I've been given, to have this chance in life to inspire people.

Again, when I inspire people, that's because I'm inspired by them. So, it's really a 2-way street.

You can email me, **Paul@SuccessSongs.com.** I'd be happy to share anything that you would like help with.

**Joe:** That's awesome. Thank you so much. Anything that Paul is up to, I will post it on the Genius Network site. Just keep me in the loop, because I think you're going to want to follow what he does.

If you have anyone in your life that you think would benefit from watching this, or needs to hear his story, by all means, please share this. The reason we're doing this is simply to be useful and helpful. Give me a big hug, man. You're awesome. I really appreciate it. Thank you.

So, give someone you know a big hug right now, and call someone that you haven't called in a while, that you really care about, that's really made an impact on your life, and do that. Just doing that will be a starting point. Think about a couple of the insights that you just learned from listening to Paul, and go share it with someone else. That's how we keep this thing going. We share.

So, thank you.

**Paul:** Thanks, everybody.

**Joe:** See ya!