



TEL EPISODE #018:

***Three Feet From Gold* with Greg S. Reid**

Show Notes: <http://www.theelpodcast.com/tel-018-three-feet-gold-greg-s-reid/>

Welcome to The Entrepreneurs Library, the only book-centric podcast that reviews all the top-selling business books and shares author's perspective, firsthand. This is your resource to finding the next great book that will enable you to grow personally and professionally. Welcome your host, Wade Danielson.

WADE: Thank you for joining us today on The EL. Today we have Greg S. Reid, author of *Three Feet from Gold*. Welcome, Greg, and thank you for joining us on The Entrepreneurs Library.

GREG: I've been looking forward to this. Thanks for having me, Wade.

WADE: Absolutely. Will you take just a moment to introduce yourself and tell us just a little bit about you personally?

GREG: Well, hello, everyone. My name's Greg; I'm a bestselling author, speaker, filmmaker in the mean streets of San Diego, California. I've been married for about 5 years and have a 2-year-old kid which is the pride and joy of my life.

WADE: Excellent, thank you for sharing that. Now let's jump right into your book, *Three Feet from Gold*, which was made available for purchase in October 2009. Greg, we're going to move quickly, but here are some of the top questions that our audience would love to get answered from you.

To start off, the first one is just what was the inspiration behind writing *Three Feet from Gold*?

GREG: Well, people that don't know the story behind the story is in 1908, over 100 years ago, Napoleon Hill was given a letter of recommendation from the richest guy in the world, Andrew Carnegie, to go meet his friends to create the first-ever formula for success, which is known as Think and Grow Rich. Well, 100 years later, in 2008, the President, CEO, and the family of Napoleon Hill

Foundation wrote a very similar letter, and they gifted it to me. They gave me an opportunity to help carry on and help modernize the teachings of the 20th bestselling book in history.

Instead of writing about success principles, 2008 and '07 was tough. I mean, jeez, everyone was losing their budget on everything, and I couldn't relate to a billion dollar success story. But I could relate to not quitting. So the whole concept was, could I go out and write a book based on the very first chapter of Think and Grow Rich, about not giving up when you're just three feet away from gold?

WADE: Okay, excellent. This question ,you probably just touched on it briefly, but what makes Three Feet from Gold different from other books regarding the same topic?

GREG: I don't know if there's been too many that's based on this topic, quite frankly. The whole concept was that so many people always focus on the end; they focus on the shiny objects and the cars and the house and the boats and the bank accounts, but they don't realize first there's a dream and then there's challenge and then comes that victory. Unfortunately, a majority of everyone quits in the challenge.

So this book was a deep dive, one of the words that you use all the time, the terminology, on what did certain people do to persevere when the going got tough? Because that's what I want to know. A lot of people sitting at home, they can't relate to another guy hitting a million dollar lottery, but they can relate to the phone ringing from a collection agency saying "Hey, we want some money." So the whole idea was I wanted to talk to modern day thought leaders to find out how they coped with their situation so that they could come out on top.

WADE: Okay, excellent. Now that we have a background on the book, let's do what we were just talking about: let's take a deep dive. Let's give the reader who's thinking about reading this, the one that's wondering "Will this take me forward professionally or personally?", let's give him a great deep dive of what the book's all about.

GREG: First of all, that story comes from R. U. Darby, the gold miner who literally gave up three feet away from the largest strike in history. It reminded me that so many people quit one class short from a degree or sales or marketing, and it seems like most people quit when the going gets tough.

So what I did is I went on this mission to meet amazing people, and the very first person that Napoleon Hill Foundation asked me to reach out to was a guy named Dave Liniger. People don't know his name, but you'll know his business. I said, "Did you want to quit when you were getting started in real estate back in 1970?" He says, "Every day. It was so bad for 2 years, every phone call that came in was from a bill collector. I was so embarrassed, I'd run across the hall and I'd pick up the phone so my secretary wasn't put on the spot having to answer that phone. The third year, it got so bad they threw me in jail, calling me a fraud and a liar."

I said, "What'd you do?" He says, "I took my attitude from trying to prove everyone else wrong and do something more important: just prove myself right. I called the bill collectors back and said 'I'll be honest, I don't got \$50 grand, but I got \$50 bucks. I'll send it to you with the promise that I'm not going to quit; don't give up on me.'" He says, "I called every bill collector till the fourth year, someone believed in me, bought the first business, and that's called RE/MAX Real Estate Corporation."

The moral is, how many times have we or someone we know given up right before the miracle happens? I went and met with the President of NASCAR to Miss America, from Mrs. Fields Cookies to the guy building the elevator to space, and I asked them all the same question: how did you avoid the stinkin' thinkin'? How did you keep yourself from talking you out of your dream? How'd you let other people not influence what you thought?

One of the greatest little "aha" wisdoms came from a guy named John Schwarz, and he invented String Theory. If you ever watch Big Bang Theory, Sheldon's always working on String Theory, and this one guy figured it out. But for 10 years, everyone said he was crazy and out of his mind. He says "If Albert Einstein couldn't figure out, what makes you think some pompous guy you could do it?" And for 10 years, he was shunned by his family and friends.

I said, “Why wouldn’t you quit when everyone else said you were crazy?” He looks at me and says, “I knew I was right. The secret to success is to never let another person talk you out of your dream,” and he gave me these words of wisdom – so here’s your big takeaway. I’m going to save you even from reading the book. Here’s the bottom line, here’s the takeaway. He says: “If you want to be successful, successful people seek counsel. Failures listen to opinion.”

I said, “What’s the difference?” He goes, “Opinion is based on ignorance, lack of knowledge, inexperience. They’ve never done it, like a family friend. Where counsel is based on wisdom, knowledge, mentorship; they already paved the way.” If you go to someone who’s never written a book and say “I’m going to write one,” like a family friend, they’re going to say “You can’t do that.” “Why not?” “I don’t know, you just can’t.” Well, that’s their opinion, because they’ve never done it. If I go to Mark Victor Hansen and say, “I’m going to write a book,” just like he did with Chicken Soup for the Soul, he’s going to say, “Great. Before you get started, here’s what you need to know” and give me counsel based on wisdom, knowledge, and mentorship.

John Schwarz said if we would spend our daily lives only seeking counsel and ignoring people’s opinions, that’s the day your life would change.

Look, here’s the bottom line: if people sit there and they’re going through challenges in their life, and they’re sitting there thinking to themselves, “I don’t know if this is right for me” or “I want to quit” or “Things are just going too tough,” guess what? You’re in good company. Napoleon Hill said it best; he says “Our greatest success will always come just one step beyond our greatest setback.” Meaning that our greatest success is right around the bend. So whenever we’re facing our most challenging moments, that’s when you persevere the most and you keep pushing through.

It was interesting; one of the people I interviewed had a great quote. He mentioned – I think it was Winston Churchill. He said “Success is going from failure to failure without the loss of enthusiasm.” Going from failure to failure without the loss of enthusiasm. I just thought that was so powerful.

So the whole idea of writing this book was to help everyday people put themselves in a circumstance – and when you’re flipping through the pages, you go “Gosh, that’s me too.” Hey, you wanted to pack up your car and go to the bank and take all your money out and just head out of Dodge? Well, guess what? You’re not alone. Hey, you ever thought about that this is just too tough, and you’re worried about what your family and friends are going to say because you didn’t make it? You’re in great company.

Each and every person we talk to, you see yourself in their circumstance, going, “Man, if they did it, then I can do it myself.”

WADE: Excellent. Greg, I think you already touched upon this, and I think I could answer this for you based on what you just said, but if the reader could only take one concept, one principle, one action item out of your entire book, what would you want that to be?

GREG: We teach people something called the Success Equation. It sounds like a fancy math test, but it’s not. It’s the letter $P + T \times A^2 + F = \text{Success}$. It comes down to this: I see all these people on these late night infomercials. Late night infomercials, they say “Buy my products and goods and service, and they’ll make you rich.” The first thing they teach you is whatever you’re going to buy will fold up really neat and go underneath your bed or in the closet, because chances are that’s where it’s going to go. They get you all fired up on their dream, their passion, but usually that’s not what’s exciting for you.

So when people sit there and say “find your passion and the money will follow,” it is a complete lie. Because unfortunately, if you’re passionate about something and you stink at it, you’re not going to make it. So the Success Equation is $P + T \times A^2 + F = \text{Success}$. If you watch talent shows, like American Idol, these kids show up by hundreds of thousands, and they’re filled with the “P” – the passion. But unfortunately, like is aid, most of them don’t have the “T,” which stands for talent. If you’re passionate about singing but you stink, are you really going to be successful? The answer is no. But if you’re passionate and you’re “T,” got talent, you’ve got a shot.

Without the first “A,” you’ll never make it, and that stands for action. You’ve got to do something with that God-given gift. So if you are passionate about singing and you’re talented and you’re willing to take action and pay your dues and add the second “A,” which stands for association – aligning with someone who can open up the doors for you – this is where everything happens. Imagine if you’re passionate about singing and you’re talented; you’re willing to pay your dues and take action; you aligned with someone in the music industry who could open up the doors; and had the “F,” faith, that that’s your journey – chances are you might’ve found what works for you.

I realize that when people find their own Success Equation, what’s important to them, that’s where things move. If you’re following someone else’s dream, chances are you’re going to fall short. If you follow someone else’s passion, chances are it’s not yours, and you’re just going to give up. But it’s the people that find their own Success Equation and do it all-out, those are the people that truly live a purposeful life.

WADE: That’s powerful. Thank you for sharing that; I really appreciate that. I’m writing that as you’re talking, because I want to go back and revisit that. I try and give the author an opportunity to kind of brag on themselves a little bit; is there something that you guys wrote, a favorite quote that you have from your book? And not someone else’s, but something that you personally wrote that you think is powerful?

GREG: There’s a little quote; it says “All I want in life is to give my life my all.” All I want in life is to give my life my all. To me, it summarizes everything. I want that on my tombstone, because I want to live all-out. It’s live life full, and die empty. That’s how I want to live my life, and I hope that more people around can start doing the same. So many people keep focusing on what’s coming down the road or they worry about the past, and it’s about living as much as we can each and every day so we can get the most out of our daily lives.

WADE: Great. Greg, our listener base is avid readers, ones that love to grow professionally and personally, so this next question is what book would you

recommend to them? Maybe one that created a paradigm shift for you and helped you move forward.

GREG: Obviously, Think and Grow Rich is always at the top of the mind. My second favorite book of all time comes from Jim Stovall; it's called The Ultimate Gift. I recommend every single person read this book. It's a short, easy little parable, and I've got to tell you, there's very few books that get me all teared up, but I was crying like a baby. Not because it's sentimental, but it reminded me of what I could do. It seems like so many people live with potential unfulfilled, and this book reminds us that we can live a life of full, sustained abundance as long as we're willing to take the action.

WADE: Okay, excellent. Greg, before we depart, can you recommend the best way for our listeners to get more information on you and Three Feet from Gold?

GREG: Sure, you can go into any bookstore and pick it up or go online to Amazon. My website is bookgreg.com. Just bookgreg.com. Actually, if you go there, you can hit on the video link, and you can see all my major motion pictures and feature films and things. I post them for free, so anyone can go there and learn a little bit more. But more importantly, they can get some real-life content that they can take, and more importantly actually apply.

WADE: Excellent. I know you have a couple other books that are out as well. Can you give us a quick plug on those?

GREG: Sure. Right now, we've got a book called Think and Grow Rich "Stickability": The Power of Perseverance. It's the follow-up to Three Feet from Gold. That one, I got to interview the founder of the Make-A-Wish Foundation, I got to sit down with the guy who invented the credit card magnetic strip and changed banking, I got to sit down with Peter Diamandis, who started the X Prize, the person who started Chuck E. Cheese, and all these amazing people that made an impact in our world.

One of them, his name is Marty Cooper; he invented something that I use every single day called the cellular phone. Where would our lives be without one? I

asked him, “What does stickability mean to you?” He goes, “Stickability has to be parallel with another word called flexibility. If you’re not willing to adapt, if you’re not willing to adjust, you’ll end up being stuck.”

He told a story about a spider monkey. He said in the rainforest, the spider monkey is the most quick, nimble creature. You can’t harpoon it spear it, catch it; it’s just too quick. But one hunter figured it out. He took a heavy log, drilled a tiny hole inside, and left it at the base of the jungle. He dropped a peanut inside the hole and walked away. The monkey would smell the nut, come down from the tree, reach his hand inside the hole, grab a hold of that nut, and his fist becomes so big he can’t pull it back out and becomes anchored to the log. The hunter comes by an hour later, hits him over the head, and captures this elusive spider monkey.

Now, all he’s got to do is let go, but he thinks that nut is saving him. And the moral is, are we holding onto our own nut in life? But it’s in the form of a bad job or relationship or fear or guilt or a car or a deal. Sometimes we have to have the courage to simply let go, pull our hand out, so it doesn’t lead to our own demise.

WADE: Excellent, very good. Greg, thank you for sharing that. I would love to set up another interview, honestly, with that book as well, because it looks fantastic.

It seems like such a big task. You see movies get recreated, books, and it seems like it’s one of two things; people either come back and say it’s a disaster – but what a task for someone to come to you and say “Hey, I want you to continue on what Napoleon Hill did.” That was no small task.

GREG: Yeah, and let’s be clear on that one, it’s definitely not about Greg; it’s about Napoleon Hill. It’s about his teachings. It’s about showing how those principles have stood the test of time. It’s about these modern day thought leaders. I just happened to be blessed to be part of this journey.

Someone else you want to talk to is Sharon Lechter, who’s also being given the same opportunity. She just came out with Think and Grow Rich for Women, which



is a bestseller all across the board, and she did *Outwitting the Devil*, which was Napoleon Hill's unpublished manuscript from the year after *Think and Grow Rich*.

The whole realities are we just wanted to help take this amazing content and share it with a modern voice, today's generation, so that they can apply the powerful teachings.

WADE: I read *Outwitting the Devil*, I don't know how long ago it was. That was one of the most powerful books I've ever read. What an interesting concept to take it from that angle.

GREG: Yeah, exactly. I've got to tell you, some of this stuff when you read it, you go, "Yeah, it just makes common sense." Those people not knowing what we're talking about, the concept is Napoleon Hill wrote a follow-up to *Think and Grow Rich* called *Outwitting the Devil*, and the idea was he had a meeting with the devil, and he tricks him into telling him the secrets of how he controls man and society.

In a nutshell, the devil says "You do it by fear. I do it by self-imposed self-limiting beliefs. I do it by drugs and alcohol. I do it by..." and he tells all the secrets of how he controls mankind – and by doing so, also gives us the answers of how we can live a freed life by not letting ourselves get addicted and get entrapped by these holds.

WADE: Excellent. Greg, thanks again for coming on. We really appreciate it, and you talk about that formula, T + B and all that kind of stuff, and I can tell you live it. Even in this interview, it's been fun.

GREG: Thanks, Wade. You're a rock star, and keep smiling. Bye, everyone.

WADE: See ya. Thanks again for listening in today. If you would like to get your hands on *Three Feet from Gold* or any of the other resources mentioned by Greg, just look at the show notes at TheELPodcast.com.

Looking for your next book idea? Head over to TheELPodcast.com, where Wade shares his amazing resource, "The Top 10 Business Books Recommended by Over 500 Entrepreneurs," with you for free. That's TheELPodcast.com. Till the next time, keep it on the EL.



LINKS AND RESOURCES MENTIONED IN THIS EPISODE:

Check out [Think and Grow Rich](#) by Napoleon Hill on Amazon

Check out [Stickability](#) by Greg Reid on Amazon

Check out [Outwitting The Devil](#) by Napoleon Hill on Amazon

Check out [Three Feet From Gold](#) by Greg Reid on Amazon

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