



Tim's new book, *Tools of Titans*, draws from more than 150 podcast episodes.

# Tim Ferriss

The entrepreneur, author, and podcast host says success isn't about achievements.

On *The Tim Ferriss Show*, I interviewed record producer Rick Rubin in his sauna—all of the equipment was wrapped up while we went back and forth between the ice bath. In the midst of this setup, we talked about how it's important to pay more attention to fewer, deeper relationships, and also to stop being so hyper-critical of yourself. It doesn't serve you

or your audience to beat yourself up all the time. It doesn't give you a competitive advantage, and it certainly won't make you happy. Our discussion led me to focus on developing appreciation and not just achievements. It sounds cliché, but if you can't appreciate what you have, nothing you get will ever make you happy.

## OUTTAKES

### INTERVIEW JITTERS

I was super nervous about interviewing Tony Robbins. I listened to his *Personal Power II* program in my mom's hand-me-down minivan after college, and it led to my first business. People always say don't meet your heroes, but with Tony, the more I get to know him, the more impressed I am.

### AUDIO ART

*Hardcore History* by Dan Carlin is an incredible podcast. The episodes are like the best audio books you've ever heard on any historical event you can imagine.

### WORLD VIEW

In Native American mythology, the coyote is both a mischief-maker and a creator who walks between two worlds. I feel like my job is to walk between worlds and report back on what I find. I also try not to take everything so seriously. If you do, you burn out before you get the truly serious stuff done.