



RAY EDWARDS

LIVE WITH JOY. LEAD WITH PASSION. PROSPER WITH PURPOSE.

How to Own Your Life

I'm not Ray Edwards, I'm Chris Brogan, but you're listening to the Ray Edwards Show.

Welcome my friends for the first time if you've never listened in before and if you're a faithful listener I love you. I love you all new and old.

I'm still in the mode of preparing my plans for 2015. I have some big ideas about what I feel drawn to accomplish next year and I'm sure you do too in your own business and your own life. In today's episode to help us. What does the theme of this episode mean? I called in the guy who's the expert on this, the creator of Owner Mag, Chris Brogan.

Also, included in this episode is an opportunity to learn about how you could work personally with me in 2015 to achieve your goals. Keep listening for more details on that.

Now, in just a little over a week from the time you hear this podcast, I will be attending with all the other folks who are attending the Platform Conference in Colorado Springs starting November 9. There are still a few seats available and you can still save \$100 when you enter the code RAY in the checkout process at PlatformConference.tv. Yes, I am a featured speaker, but I'm also going to be a student at Platform. I learn things each time I attend and I plan to learn as much as anybody. In fact, I'll get into a learning contest with you if you'll join me. I hope you'll be there with us it's going to be a great time.

It'll be a great way to set yourself up for 2015.

Now, what's this business about working with me personally? We have been hinting about this and talking around it. You may have heard about it and you may even be one of the folks that have emailed me and said, when are you going to do this? We've been quietly formulating a plan for a private personal mastermind group led by me in 2015. My good friend, Michael Hyatt, spurred me to action because he just opened up his mastermind application process.

One of the things that happened was, he's very specific in his criteria about who's going to be part of that mastermind and some people were saying to me, why don't you start a group for us, people who fall outside some of those criteria and that's exactly what we plan to do? It's going to be a small group and our time together will be very intentional. It will be demanding and it will be designed to bring you into alignment with your personal destiny for 2015.

Yes it will be about how to do business stuff, how to accomplish your business goals in 2015, but it'll be about so much more, because in order to achieve the success you want you have to become

the kind of person who gets the success that you're after. That's what we'll be aiming at is becoming a kind of person. The criteria for membership in this group will be precise and the investment will not be exorbitant but it will not be cheap either. Now, if none of that scares you off and you know you need to be part of this group than reach out to me by email. We'll make a formal announcement in the next few weeks, but this is the under the radar, shout across the bow, letting you know if you're a faithful listener that the doors are about to open and who knows, maybe we'll fill the group up before we even promote it, officially.

If you know you need to be in this group email me at support@rayedwards.com. If you know my secret email address send it directly to me. Let me know you want to be in the group and I'll contact you personally to see if it's a good fit. Who knows, maybe we'll fill the group before we even promote it, how cool would that be?

Tip of the Week

I've mentioned this previously. It's a different thing but connected to the Platform Conference in Colorado. Cliff Ravenscraft, the Podcast Answer Man, the guy who's taught all the top podcasters to do what they do, how to get into the iTunes podcast listings, get ranked, etc. He would say he's about creating a quality podcast regardless of your ranking, and I absolutely agree. But, if you look in the top podcasts in the business category in iTunes, you will find that most of those people are Cliff's students.

We are doing a one-day event the day after the Platform Conference, together. We're calling it a day with Cliff and Ray. If you're going to be in Colorado Springs for the conference then you should definitely consider joining us. If you're just going to be in the area, even if you aren't attending the conference, you can still be part of our event. I think it's a perfect combination like peanut butter and chocolate, but if you just can't or don't want to or aren't able to be at the Conference but you want to be at the one-day event we welcome you and would love to have you as part of the group.

So, on the last day of the conference, the people in our one-day group will gather together to have an evening meal. It will be relaxed and informal. We'll get to know each other on a deeper level before our intense one-day event the next morning, November 12. Here's what we'll be doing on that day.

This is not going to be a data dump, where Cliff and I lecture you on a bunch of stuff. You'll receive lots of new information and ideas during the Platform Conference. This is our way to process what we've gained from the Platform Conference together so we can all take our personal platforms to the next level. We have several planned, structured sessions that we'll have together starting with...

- **The Deeper Connection Section**

Our intention is to start the day by fostering deep, lasting relationships between all the people in the room so we can mutually support one another in the coming year as we all seek to take our platforms to the next level. The people at this one-day event will be up and comers, those already making things happen in their business and people who want to network with like-minded individuals and mutually support one another to the next level of success.

The next session is...

- **Next Level Resources Session**

This is where Cliff and I will share our most useful tools, tricks, techniques, apps, procedures, systems and workflow on certain things. This is like getting an over the shoulder look into how we run our businesses. If I was getting together with some of my other friends like, Michael Hyatt, Ken Davis, Pat Flynn, Stu McLaren and Amy Porterfield this is the kind of stuff I'd be asking them. I would say hey Stu, open up your laptop and show me which apps you use every day. How do you lay out your workflow for the day? Amy, when you're working on a Facebook campaign, tell me the apps you're using, how you're creating the graphics. This is what I would want from them and it's what we'll share with you.

- **Most Valuable Investment Session**

During this session each member of the group will be given a few moments to share what they feel has been the most beneficial investment they've made in taking their own platform to the next level. Hearing what has worked well for others may just be the source of inspiration you need to get a glimpse at new possibilities for your own situation. Cliff and I expect to get as much as we give in this session. We're all growing together, it's not me and Cliff being gurus teaching you how it's done, this is us working together to build a relationship and to share resources so we can grow together.

- **AMA with Cliff and Ray Session**

Now, AMA is an ask-me-anything session. During this session you'll have the opportunity to ask either of us anything you want. If there are burning questions you wish to ask, this is the time for that. We are totally willing to share anything and everything that may be of value to you from our own experiences. It doesn't have to even be about platform building, copywriting, podcasting, etc. it can be anything.

This will be a fantastic day. I think by this time we're about half full, the group is going to be capped at 20. There should be seats, here's how to get a seat if you want to be part of our event. Go to NextLevelStudio.tv and that's how you become part of this event.

Spiritual Foundations

One of the keys to owning your life is knowing who you belong to, knowing your identity and knowing it so strongly and deeply in the core of your being that you cannot be shaken, no matter what circumstances you're placed in or what challenges you're faced with. This is how you know you really own your life and your faith. I'll tell you right now that I feel the way to really own your life is to understand that you first need to surrender it to God.

That's what Daniel did in the Old Testament, if you remember that story. Daniel was God's man inside a corrupt system. The government that was overrun by unbelievers, or even worse, those who believed in the powers of darkness. This corrupt system was even run by a man who would set himself up as God, King Nebuchadnezzar.

Daniel had three friends, Shadrach, Meshach and Abed-Nego, and you may remember this from going to Sunday school as a child. They were thrown into a fiery furnace by Nebuchadnezzar, because they would not bow down to a foreign God. Guess what happened? The most remarkable thing; one of the Old Testament appearances of Jesus Christ. He showed up right there inside the furnace with them. The first were stoked hotter than normal. They were thrown in and one of King Nebuchadnezzar's men looked into the furnace and said, I see four men loose, walking around in the middle of the fire and they're not hurt. The form of the fourth is like the Son of God.

So Jesus Christ, preserved these three men in the fire and brought them out alive and well. In fact the Bible tells us that “the hair of their head was not singed nor were their garments affected, and the smell of fire was not on them” ([Daniel 3:27](#)).

Right now, you may be going through your own fiery trial. You can rest assured that God is not watching from a distance, wishing you good luck, and telling you to hang in there until the afterlife. Sorry you have to go through this now, but it'll be okay later after you're dead. He is with you in the very trial. In the very flames.

The Bible says that “God is faithful, who will not allow you to be tempted beyond what you are able, but with the temptation will also make the way of escape, that you may be able to bear it” ([1 Corinthians 10:13](#)).

When God is with you, you can walk through the fiery furnace, and walk out, holding his hand, undamaged and even without the smell of smoke on you. Why can you do this? Because there's another man with you and his appearance is like the Son of God.

Feature Presentation

Ray: All right I'm excited about this. He's one of my favorite people, both online and offline. I'm talking about Chris Brogan and to answer your question, Chris, no this is not a video interview it is an audio interview. It doesn't matter how you look.

Chris: I look like a melty bloody sweaty rat because I just finished at the gym and I went to take a shower and realized I left my towel at home. I look like something that was dragged behind a car.

Ray: You were in the gym and that's powerful.

Chris: I do it every day except for the days I have my kids and then I workout at home. I hit it hard and today was a leg day, which is usually the worst of the bunch. It's funny because I had plenty of time until I was suddenly doomed because time vanished, but we got it done and I'm here.

Ray: You're a physical warrior. I've never been athletic and in the last three months I've been hitting the gym everyday, six days a week at 7:00 a.m.

Chris: That's great.

Ray: It is. It's fantastic. I wish I had done it 20 years ago.

Chris: We all have that feeling, no question. All I can tell you is to play the ball where it is.

Ray: Right. It's like what they say about when the best time is to plant an oak tree. The best time is 20 years ago but the next best time is now.

Chris: That's right and the other thing is, the cool thing and this is cheating, but if you've been globby and round for a long time, next thing you know you start losing weight and everyone thinks you look younger.

Ray: That's what I'm talking about.

Chris: It's like time travel. We'll be Gods.

Ray: I'm from the future or the past.

Chris: We'll take it. Let's just live with joy, I'm ready.

Ray: I am also ready.

Chris: And then lead with passion.

Ray: And prosper with purpose. We're like on the same wave length.

Chris: We could be super heroes.

Ray: And we own our life.

Chris: Absolutely.

Ray: That's the real message. What prompted me to want to talk to you was that I was looking at the new rainmaker platform and I read this review you wrote about it where you said something that triggered me. You said, 'my job is not to build a website that's the most spaceship like website on the earth.' I had this light bulb moment then where I realized, that is a guy who owns a business and is not owned by a business.

Chris: Right.

Ray: And isn't not a technician whose job is to crank out widgets.

Chris: Yes, there are days brother where I feel like I'm a widget cranker bar none, but as you know you didn't have to create an IBM Selectric to do *Writing Riches*, you just sat down and wrote it.

Ray: Exactly. The web has been an interesting frontier because all these people who were technical guys, had a day where you had to be that guy to make things work. You had to duct tape everything together and get the widgets to all work together. I think what I'm seeing, especially in the work you're doing is that we're in a new day now where that isn't the primary focus.

Chris: Right, I feel like we absolutely should start going around slapping people's wrists and saying stop it.

Ray: Here's the secret, we're on. I like real conversation.

Chris: Go Ray Edwards, I like the cut of your jib.

Ray: I like the cut of your jib and I don't even know what that means.

Chris: It's nautical. It means I like the way you run your ship, where a captain would complement another captain or first officer by saying, I like the cut of your jib, meaning you keep a well-trimmed vessel.

Ray: Wonderful. I'm going to start using that.

You know, there are a couple things I really adore about you and one is that you have to be the most personable guy, who does the kind of stuff you do like speaking, writing, making appearances, etc. I've seen you in action. You were at Social Media Marketing World and you were so available to people and yet there's a whole culture of guys/gals who aren't available, like that's their mantra is not being available.

How are you able to be so available and still have time to run the ship that is ChrisBrogan.com?

Chris: How else would we have had such a great moment in the hallway? I got to meet your kin. I met your progeny. How else are we going to have those kinds of moments if I don't make myself available to talk to really great people? The beautiful thing that I have available to me, what separates me from some of the folks that you hang with, I mean don't forget that you hang with guys like Jack Canfield and Tony Robbins. When you hang with those kinds of folks you're used to people who are inundated by lots of crazy requests.

I have two things I do really well, which is help people have simple requests get to their answers a little faster than others and then I have enough time to make good eye contact and put a hand in a hand. The difference is, and I wish I could say this is 100% heart feeling, loving and hugging babies, but there's a business value to that as well. If I can connect with you deeply. If you feel counted. If you feel seen. Human kinds greatest need is the need to feel wanted and there is nothing like that feeling of someone sinking into you for a minute and giving you that sense that you are the person I'm here to see.

I think that beyond the business value of it there's great strong karmic universal value in it. I think the universe really wants to see someone going around doing that. I guess where I find the time doing that is by spending a good deal of effort cutting away all the silliness that lots of people fill their life with. Think about you, you said to me I want to do an interview with you and then asked if you could keep it to 20 minutes. I don't say no to you I just put a little guideline around the time we use and that's because synchronous time is the most valuable of my times.

This is how I make it all work. I schedule my days to only 40% that way if there's a problem or an error I can have more time to do what needs fixing. I think a lot of people run their life in this other way. They schedule their days to 120% and then they're always dropping plates all over and they feel completely hectic. I think the payload and payoff of having the chance to stop and make eye contact in a hallway is so vital. The chance to grab a cup of coffee with somebody, to really explore a story is so vital, especially if you feel that the person is heading in the same direction.

I can tell you from all the studying I did on RayEdwards.com that we are quite simpatico in many ways.

Ray: I believe we are. I just had another light bulb moment when you said you schedule your day to 40%. I just saw where one of my challenges is.

Chris: Right. Well, everyone else in the universe thinks that 100% or 110% is great, but if your computer was set at 100% it wouldn't work it would collapse. If your car was running at 100% it would go that way for about 7 seconds and then the engine would blow. There is no other system in our life that works at 100% except for our schedule, which it doesn't work and we just keep doing Einstein's definition of insanity and saying maybe this time it will work.

Ray: Much of this I think comes from many people that I know and that you know that we hang around with who are into productivity, apps, software, etc. and sometimes I think that stuff creates the illusion that we can do more.

Chris: No question! No doubt and what I've come to learn and this is one of the ways that Grant Cardone talks about it. He says the people that have the worst time managing their time don't really understand they're even working with. To me, that makes clear sense. If you don't know what kind of time you have then you spend it in stupid ways.

My favorite quote on time is, *'people spend time as if its infinite and money as if it's finite.'*

Obviously it's reversed.

Ray: Wow! You have this fearlessness about reinventing yourself. Your website has had a different look and feel. You've had a different focus where you went from the human business way podcasts and now the owners mind podcast. Can you describe why you're not afraid to take the old model and set it aside and do something new?

Chris: Because I'm captain of a pirate ship. I don't care what the flag reads I'm there to go after the gold and the gold is serving others. I don't really care what my brand is I care about how I can help other people. The best brand you can own is what does this person do for me and that's what I'm chasing fiercely. So human business works was my company and the human business way was the podcast and when I closed that it was because no one understood the language well enough and I spent too much time explaining it.

No one is sitting around going, I really hope I can understand your brand. What they're saying is, man I have this problem I need solved. I think it was Rob Van Winkle the philosopher, who said, *'if there's a problem you know I'll solve it, check out the hook while my DJ revolves it.'* My job is to reduce friction to you understanding that I can solve your problem.

I decided to rebrand as owner, Owner Media Group and that's a great noun because I want to make people owners. **You can't own your business until you own your life.** I equip owners, it's a simple prospect and now people get it and I've had better reaction and more interaction based on that.

Ray: And there's a bit of humor too right?

Chris: Yes, my company is Owner Media Group, which obviously hyphenates down to OMG. We also have the Owners Mastery Foundation Group which is OMFG. I've had so much fun with that, having preachers write to me and say, you can't do that? I say really, Owners Mastery Foundation Group and they're like, I mean something else and I'm like what do you mean? I love it. I tell people the same thing... I love to put challenging labels on my packages because I don't want everyone, I want people who are willing to bypass some of their own presets to learn.

I need to unsettle you before you get to learning because if you learn from a place of comfort how far do you really go?

Ray: You make me think of one of my favorite quotes from Ray Bradbury, who wrote *Zen in the Art of Writing*. He wrote... *every morning I jump out of bed and step on a land mine. The land mine is me. After the explosion I spend the rest of the day putting the pieces together.*

Chris: I like you Ray Edwards. That is a great quote from an awesome author.

Ray: It captures me. One of the things I see that you do is this... I think of it as linguistic alchemy. You toss these word bombs out that stop people and give them a moment. It's very Zen. It's like it stops people's thought process and makes them say, what? What did you say?

Chris: Right, because we're too programmed. My challenge, my problem, my worry in life is that there are so many robots walking around. I'll show up at a conference and people want to say to me, how was your flight? I always ask the same question back, do you care? Who cares? The plane landed and I'm here, the only time you really want to know that is did it crash? If yes than, whoa, how did that go?

I try really hard to think of other kinds of sentences. If you were a super hero what crime would you want to fight? If you were in a movie what movie would it be? I just want to unsettle people, so I like the idea of throwing land mines, the only weirdness is, I think, once we're comfortable with the unknown we always seek some level of comfort before we can move to somewhere next. We need some sense of a base camp. The enemy's gate is down, from Enders Game. We had to reorient to something we can't just be in freefall the whole time.

What I try to do is help people understand that chaos is great and then here's a way to think about orientation. It's one of those skillsets that applies to all business and all life, because in all experiences we're going to experience chaos, so if we don't train for it and embrace it then we're ignoring the obvious possibility.

Ray: So you equip owners, what does that mean?

Chris: Owners are people who choose to own their choices and by doing so, own their day and their life. When I equip them I pretty much make tools and smarts available for people. I make courses. I do through speeches and books and webinars, some level of education and what I find that's different and it's been hard to make the difference known to people is that there are a lot of people out there just lobbing information at people.

What I do a little different is when we dive into my course level versus a webinar, I show people how to bring that on board and how to use that and where it fits in their arsenal. I think that's a little different, because to me there's a vast difference between learning and training. Learning is picking up knowledge all over the place and you aren't sure what you're doing, whereas training means you're applying learning to a mission and that there's some kind of thread that goes through it.

I'm trying to be in the business of training owners, not just giving people learning.

Ray: Even the way you deliver your courses is different. A lot of people build these learning portals, management systems that get people plugged into a framework that they're accustomed to and you do all your courses via email.

Chris: I keep trying to do other things and I always find that there are all kinds of weird... I received a comment last night when I said to somebody, how come you're not already taking my blogging course and he said, I'm already taking this other guy's blogging course. I said not to be a girl or anything, but I'm a pretty girl at the bar and you've already got a wedding ring and you're still looking at me, so clearly there's something not right at home.

He said well, their course isn't all that structured. I said my course is very structured but I'm not telling you to leave your course. To me, what I find with email delivery is we don't go to the web... when we wake up in the morning the first thing we do is grab our phone because we're idiots. The first thing we do after that is check our social networks and/or our inbox. Our inbox is the place where spouses, significant others, bosses are complaining or yelling at us, or our customers are complaining or yelling at us. We don't go check Twitter to see who's mad.

We do check our inbox, so even as many times people tell me that email is dead, that's one of our built-in wired systems, true for most people, to check to see how the world is which is why I put the course there, because then you don't forget about me. You don't have to go find some website it's sitting there in the inbox just waiting for you.

Ray: And you don't have to look for a password, figure out how to log in and do other things that seem to aggravate people.

Chris: Absolutely.

Ray: You've removed friction.

Chris: That's a good repetitive thing to think about in business, is that if we remove friction than we are hopefully guiding someone towards a better choice. If I get you to think about doing your courses with me because it's sitting there in your inbox and you're feeling a little guilty then that's how I'm going to win. I'm trying to pummel people and give them that experience and sometimes people say hey, I lost your email. Great, I'll send it again.

I know the minute I put it on a website somewhere you're going to put it in a bookmark and forget about it and that's not okay with me.

Ray: So when you are at a family reunion or hanging at a wedding where you have friends and relatives from earlier in your life, how do you describe to them what you do?

Chris: I'm a porn star.

Ray: Of course.

Chris: I just tell them that.

Ray: That either ends the conversation or they invite you to a private conversation?

Chris: It's so much easier. It is difficult. I get that question a lot and never answer it on a plane. If you say you're a plumber they'll leave you alone. I think what I tell people is, I'm a business advisor which is as close as I can get to this. If I say I'm a teacher they say great. If I say I'm a coach then they ask what sport. None of those analogies work very well, because what I'm intending to do is something between... I guess if motivational speaking had a payload.

I was having this conversation with a guy who runs a really big company and I've spoken on behalf of his company before and been paid to be on their stage. I said to him, let me just ask you something. This is the work I'm doing these days is that interesting to your stages? He says I'll be really honest, they want something lighter and fluffier for the stage,

more rah rah you can do it speeches, which I know you've written for people where that's their job.

I've never been satisfied with that because the problem is it's a lot of flame and not enough fuel and I think I need to give people good owner fuel so they can carry on with their mission. I've tried hard to tuck the broccoli into the cake.

Ray: Good work. Why do you think people want the cake though, instead of the broccoli?

Chris: Honestly, we're really predisposed to seek pleasure and avoid pain, that's wired into us. It's a survival mechanism which many take to the extreme. I think that's one reason and the other is that we feel so overburdened as it is, if I told you the solution to all of your suffering was a bit more suffering, but kind of a focused suffering, no one thinks that's a great idea.

I've lost 65 pounds of weight, I'm gaining muscle and people ask me what I do. If I just say I eat healthier and go to the gym they tune me out. If I told them that I drink a very special shake that's helping me lose 2 pounds a week they want to know where they can get it.

Ray: How much is it?

Chris: I need that. No one wants to do the work and sometimes I feel sad about that, but I've found that on some level I'm attracting the kinds of people who are willing to do the work or who have had so many failed efforts before and I'm picking them up at the last of those failed efforts and now they're ready to do some work. You know this, there is no success without the hard work, it's just really hard to sell that truth.

Ray: It is, unless people are ready for it and I think that's the thing. We're at different stages in our journey and we're looking for different signals in the environment. For me, like with the health thing, I realized I need to do something different, because the results I've been getting are not good for me. I have the same answer for people. I've only lost 28 pounds and people ask how I did it and I say I eat less junk food and I exercise 6 days a week really hard.

Chris: And don't they tune out, like that's the end of the story?

Ray: Yes they do. It's like oh okay. I want to be respectful of your time, so our time is up, and I want to point out that I think it's a beautiful thing to put the fence around our time helps define what kind of conversation we're going to have and we got right to the meat with no fluff. Isn't that a beautiful thing?

Chris: Ray, this is one of the best interviews I've ever done and I would say it's because that we got right into it. When I listen to podcasts I can say that most start with really sad music... example... with information no one cares about, because if you've listened to it once you know it. Then thereafter what happens is you're subjected to the pain and suffering of them clearing their throat for four minutes and then they say tell me from the start... I was born a poor black child and you go through this horrible story no one cares about.

In my mind, what people are hopefully listening to your show for and everybody's show is they're thinking, how do I really get a good nugget from this that will change my life? You went right for it. I like you for that.

Ray: Listen, I want to thank you and express my gratitude not only for this interview but for the work you're doing. You're doing it because you run a pirate ship and you want to get the gold, but as you said, the gold is serving people and I think you're really doing that. Thanks for that.

Chris: You're bringing it along, so thank you good sir. I appreciate you sharing me with the gang of folks who like to live with joy and lead with passion and prosper with purpose on your show.

Ray: I like the cut of your jib.

Thank you so much Chris, it's been a great episode.

What to Do Now

How about you, in the comments at RayEdwards.com/137 answer this question... what parts of your life do you feel like you don't own yet? What are you going to do about it?

I'd love to hear your comments, go to RayEdwards.com/137

Next week, the episode is entitled How to Create Your Own Unfair Advantage for Success in 2015. Until then, may God continue to bless you and may He walk through you with whatever fiery furnace you're walking through right now and may He do more for you than you could ask or even possibly imagine. See you next week.

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