



RAY EDWARDS

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

Shocking Productivity Hacks Episode #193

Sean: Welcome to the Ray Edwards Show, I am Sean Edwards, here with Ray Edwards.

Ray: Hello Sean Edwards. It's good that you're back.

Sean: I know, right.

Ray: You weren't here for the last episode and I actually got emails asking where you were. I got one nice email telling me I should let you talk more, I'm sure he has things to say, no offense.

Sean: Oh I got things to say.

Ray: All right. You can say them. Today's title is subtitled, the Unexpected Way to Get Twice as Much Done in Half the Time. This is something I have mastered right?

Sean: Totally!

Ray: There is a saying and I don't know if you've heard it or not, but it goes... we teach what we most need to learn.

Sean: I had not heard that.

Ray: I am proof of concept.

Sean: And I think many of us are.

Ray: When it comes to productivity there's no shortage of advice and the problem I'm finding these days is it's a popular topic for people to blog about and it's often the same advice repackaged with a bright shiny new wrapper, some new terminology, new names and suddenly it's like supposedly, a new twist...

Sean: On an old thing.

Ray: Yeah. There's no problem with this because often we need to hear the same advice presented differently. How many times have you heard a talk or a point made over and over and then one day I'm like oh! So I think it's good that we have different people with different voices expressing some of the same thoughts and finally it clicks and we get it. Sometimes I think we need something truly different, something that rises above the normal and begins to look more like a revolution rather than an evolution.

So today's topic may not seem new at first, but the extremes to which I will advise you to take them is at least something outlandishly more radical than what most people would recommend and I love things like that.

Sean: Yeah, I was going to say you're setting yourself up here.

Ray: I know I'm painting a target.

Sean: You have to deliver.

Ray: Like Iron Man with that light on his chest, which I didn't really understand.

Sean: That's his power core.

Ray: Yeah, but it makes him so much more visible. It's like, this is where you shoot the rocket. So as you listen to today's show...

Sean: Today you will discover how you can finally conquer your overflowing email box once and for all, guaranteed.

Ray: Whoa!

Sean: I know it's deep, it's intense. The devastatingly effective method that ensures you never receive unwanted phone calls.

Ray: Hey now...

Sean: Hey now, you're a rock star... a radical but powerful method of getting rid of dead weight "friends and acquaintances" who are dragging you down, without making them feel judged and without hurting their feelings.

Ray: I wonder how I'm going to do that.

Sean: I don't know. I hope I'm not considered dead weight to some people. The almost magical technique to prevent writers block, plus a way to multiply your creativity, energy and productivity by a factor of at least seven, maybe even ten. How to eliminate totally and permanently the number one way other people waste your time. How to eliminate unwanted interruptions, meetings and junk mail from your life with one.

Ray: Here's the thing. When I did this show on my own I would use the rough drafts to do the show and then I would proof it and correct it before it was published. Now you're the victim of my ADHD habits.

Sean: How to eliminate unwanted interruptions, meetings and junk mail from your life with one simple bold directive. The single sentence that you will come up with that will erase any excuse you have for wasting a single minute of your time on someone else's priorities for the rest of your life.

Ray: Hey, that's good.

Sean: How God can set you free from destructive habits. Plus, we will share a resource that helps you.

Ray: I didn't fill that in, you have to wait for it but it's going to be good. It's all coming up on this edition of the Ray Edwards Show.

Spiritual Foundations

Ray: If you're breathing you are tempted by various kinds of self-destructive behavior. You are breathing right?

Sean: Yes. I was going to say is the breathing the self-destructive behavior?

Ray: No, I'm just saying, if you're breathing then you are tempted by self-destructive behavior or habits. If you're not breathing turn this podcast off and dial 9-11 as quickly as possible. You won't be able to talk but they'll be able to figure out where you are, unless you're using VOIP.

So you're tempted by things that don't help you. Maybe it's overeating, drinking, drugs, sex or seemingly what most of us would term lesser sins or self-destructive behavior and for some of you the word sins may be a turn off. Get over yourself and listen for the good parts you can use. It could be lesser self-destructive behavior like compulsive gaming, TV watching or even being grumpy all the time. That has been one that I have wrestled with in times past, but I've completely conquered it now. I'm never grumpy and I never lie.

Sean: No.

Ray: God will set you free from these self-destructive habits and any other behavior that doesn't serve you if you'll let him. These behaviors are known by the less popular term sin, but it doesn't matter what you call it it's the same thing. Here's the scriptural basis of what I'm about to share with you.

Romans 8:1 – it says very simply, it being Paul the apostle, *there is therefore now no condemnation for those who are in Christ Jesus*. For those of us who don't speak antiquated English, condemnation is judgment, as in, you're put on trial and condemned. So there is no judgment, no trial, no condemnation if you're in Christ Jesus.

The NKJ Bible, among other translations includes a line that says, *who do not walk according to the flesh but according to the spirit*. Don't let that trip you up. It's included in the newer versions but it's not in the oldest most reliable Greek manuscripts of the New Testament. There are those who did not want to speak up out of respect for not messing up the flow of the podcast, who would argue which texts are the most reliable. Even if your translation says, who do not walk according to the flesh but according to the spirit, even if it says that it's not implying that there's judgment headed your way if you don't behave correctly. It's a misinterpretation, so either way, whether you accept that as part of the text or not.

Notice the tense of this verse as I proceed... there is therefore now no condemnation for those who are in Christ Jesus. So don't get all filled up with guilt when you're tempted to sin, just don't engage in the self-destructive behavior. Having a thought is not a sin in itself, it's not self-destructive in itself. Acting, dwelling or obsessing on it is self-destructive. As it was once explained to me, you can't stop birds from landing in the tree but you can keep them from building a nest. Good advice.

Now, because I have been human for 50 years now...

Sean: What were you before that?

Ray: We don't know do we? I can't say that I can address that in this show. But because I am human I know that sometimes the birds land in the tree and you do let them build a nest, so what then?

Think about this, the same power that raised Jesus from the dead is inside you right now and that means that you have the power of Christ to resist the temptation and He was tempted just as we are tempted. In every way we are tempted He was tempted and He didn't sin, so therefore you know that being tempted is not a sin. And lest you fall into a shame spiral, just remember that even when you do give in, when you fail, you are still, according to the scriptures, the righteousness of God in Christ and there is therefore now, no condemnation who are in Christ Jesus.

So as you become more aware of how Jesus has cloaked you in his righteousness, which means we don't get credit for our shortcomings, we get credit for his perfection. So He's perfect and as He is in Heaven right now, so are we on this earth. Whether we understand it or whether it makes sense to us or not that's the facts if you accept the Bible and if you don't accept the Bible you probably fast forwarded through this part of the podcast anyway.

You will not, as you become more and more aware of your own perfection in Christ, as you see more and more of the spirit living in you, you will not keep on sinning. It may take time, because transformation is a process not an instantaneous thing for most of us, whereas for some it is but for most of us it's a process that takes time. It's what Paul was talking about when he wrote about being transformed by the renewing of your mind. He didn't say you were transformed by the renewal of your mind. That would be awesome if all my problems went away as soon as I accepted the Lord, but that's not how it happened for me.

You will not keep up the habits that destroy you as you become more aware of who you really are. You will have the power to go and sin no more as Jesus said, in another highly debated passage of scripture. But, you'll have that power only after you experience the reality of his grace. I wish I had time to unpack more of that for you, but I don't right now so we have to move on. Let it sink in and soak in it for a bit.

Tip of the Week

Ray: Now we're going to make your social media marketing cheaper, faster and easier. I'm going to suggest as my tip of the week that you get your tickets early for Social Media Marketing World 2016.

Sean: Yes, do it. Do it now.

Ray: I've been asked by a lot of people, what conferences do you recommend going to and frankly, there aren't many but this one I do attend. I'll be speaking there this time, but that's not the main reason you should go. The reason you should go is because first, there's a networking party on the deck of the U.S.S. Midway aircraft carrier. Woo-hoo, worth it.

Sean: Totally worth it. Just remember, don't take your phone into the flight simulators.

Ray: No, do not do that, even if it's in your pocket because eventually it will not be in your pocket.

Sean: Then you'll have to stop early.

Ray: Second reason, it's in San Diego, California in April. Oh man, so nice. You get to choose from over 100 expert led sessions and workshops in multiple social media marketing tracks with access to everything and you'll be able to meet, hear from and learn from people like Mari Smith, a good friend of mine who became this world-class superstar. I'm not jealous in the least. Guy Kawasaki, Chris Brogan, Mark Shaeffer, Michael Stelzner, Jay Bear, Brian Solice, Amy Porterfield, Michael Hyatt and Cliff Ravenscraft. It's a gallery of our friends... John Lee Dumas, Joel Comm, the guy who's famous for a lot of things; Pat Flynn, Chris Ducker, Dan Miller and so many more.

I'll be there teaching about writing copy for social media and you'll get great information, inspiration, motivation and it's a no-pitch zone, so it won't be one of these deals where people speak for 45 minutes and then pitch you on something. There's nothing wrong with that, but if you'd like to go to something where that doesn't happen and you just get lots of great information and inspiration and tools you can use then this is the way to go.

So I would like to storm the gates of this event with our own little troop of people.

Sean: This event is a lot of fun. It's in this beautiful hotel in downtown San Diego with people from all sorts of markets and worlds coming together. It's a lot of fun. I couldn't go last year and I was bummed.

Ray: Yes you were, but you're going this year.

Sean: I'm going this year. So ladies, Sean will be there. A word to the wise is sufficient.

Feature Presentation

Sean: I have to say these shocking productivity hacks are pretty shocking. I teased you earlier because I said you were setting yourself up but you really did. You're going to knock this out of there and really shock some people.

Ray: I think so. Thanks for the vote of confidence it makes me brave enough to do it. Okay, so **hack number one**, the first thing I promised was how you could finally conquer your overflowing your email inbox once and for all, guaranteed for free. You don't have to sign up for a new service or pay a monthly fee or even use something that sorts your mail in a specific way. Here's what you do... delete your email account.

Before we move on some of you are going to say to me, physician heal thyself. Don't worry I'm going to. I'm not taking all this advice because I don't need all of it, but some of these things I am fixing to do, as we would say in the rolling hills of Tennessee. Delete your email account if you want to stop getting unwanted email this is how you do it. What I mean is, you reach a point where you just can't answer all the back email, the hundreds of emails you have waiting for you. You can't deal with all the priorities that have been thrown at you by other people.

Brendon Burchard says your email inbox is a convenient organizing system for other people's priorities. Brendon is a sharp cookie. He's like the most energetic person. He makes me feel lazy.

Anyway, delete your email account. Cancel it, delete it from Gmail, whatever you have to do and forget all those emails. I promise you one thing, if it was important then they will find a way to get in touch with you. Also, and I don't recommend this, but if you want to take a half measure for 30 days put an autoresponder on your email account that says, no human being will read your email. This email account is being deleted on the following date. If you have something that is important/urgent and you need to contact me, call the following phone number and give them a phone number that you will not answer, but that someone else will answer for you. After 30 days then you delete the email account and whenever they send email to it, it just goes into cyberspace and disappears, hackers get it maybe.

Sean: Anonymous.

Ray: **Hack number two...** I've already blown your mind and the next thing I promised was the devastatingly effective method that ensures you never receive another unwanted phone call.

Sean: After the first one, I can guess where you're going with this one.

Ray: Yes. Change your phone number and don't tell anyone. You might say but Ray, you just said to leave an autoresponder for people to call you on a phone if they can't reach you by email. I didn't say this has to be your real phone number that you're giving out. You could set up a Google voice number temporarily. You just want to be sure and capture the things that are truly important, like if your pastor is trying to reach you or your congressman finally got that letter and wanted to fund your project or something like that. You want them to get through so give them a shot.

Sean: The President read your Facebook post and said, I need them on my advisor team.

Ray: Because I've been doing everything wrong and they clearly know how to run the country better than I do. I have a member of my family who's had the same phone number for 20 years. I couldn't do that.

Sean: I've had mine for almost 15.

Ray: That's admirable. When I told this strategy to my wife, she said or you could just have enough discipline not to answer your phone. Sometimes that doesn't work because it rings so many times you just get to the point where you just want to change the number because too many people have it. Again, these are extreme measures that take courage and bravery, so if you're not courageous and you're not brave then you don't have to do them, you can keep doing things the way you've been doing them, which has been the source of your unhappiness.

Hack number three... I said it's a radical but powerful method for getting rid of dead weight friends and acquaintances, who are dragging you down without making them feel judged or hurting their feelings. Before I start getting angry emails telling me how I'm not a good Christian, I'm not saying that human beings intrinsically are dead weight. What I am saying is that you cannot be close personal friends with everybody, I think we can agree

on that. Therefore, you have to select who your close personal friends are and I think we can agree on that.

Sometimes there are people you would like to disentangle from and it's very difficult to do so. Maybe you've changed your way of living and you're surrounded by a bunch of people who do not support the change that you want to make, so disengaging with them while still living in the same community would be painful and difficult. It would make it harder to make the changes you want to make in your life. Here's the way you do that elegantly, powerfully and instantly without making people feel judged or hurt; you don't have to tell them they're dead weight. Move to a different city far away. They will not come visit and if they do they'll call ahead and will discover they don't have your new number.

Sean: Bold.

Ray: **Hack number four...** I promised I would show you how to eliminate unwanted interruptions, meetings and junk mail from your life with one simple, bold directive. The primary directive is to yourself, don't share your email address, phone number or mailing address with anyone.

Sean: Or pie.

Ray: Pie is not for sharing. Again, this is extreme and difficult. You have to have a system for dealing with people who are persistent. I want your mailing address I want to send you a gift. Great, give them your UPS store address and have someone else go through that mail so you never see anything you don't want to. I need to call and leave you a message. Great, let them call your assistant and give your assistant specific instructions about what you want to hear from people and what you don't.

I'll tell you now if you're a whiner and complainer and you want to moan and groan about something I said on this show or published on my podcast, or if you're a problem child customer. Here's what a problem child customer is... that's somebody who buys something from us and they buy with the expressed intent of asking for a refund. I know who you are because you buy the program, log in once or twice, download everything you can and then you ask for a refund three days later. Or, you wait until the last two or three days of your refund period and you download everything and then you ask for a refund, which is called stealing which makes you a problem child customer.

Now, if the program wasn't for you and it didn't work for you I have no problem with that and we do give everybody their money back if they're within the refund period no questions asked. But I do look at your behavior and if you're a problem child we just blacklist you from ever buying anything from us again. So I have my assistant screen out problem child customer calls and emails. I don't want to see them or hear from them. If there's something I need to know, if there's a legitimate question or complaint or suggestion, even though I may not like it I want to hear it, because we always want to improve.

So hear what I'm saying about this don't just take one sentence out of context and start tweeting it around the Internet trying to stir up a revolt or maybe you should because that will drive more traffic to my website.

Have someone screen everything for you so you only see what you want to see.

Hack number five... I promised how to eliminate totally and permanently the number one way other people waste your time. Here it is, useless meaningless meandering, purposeless phone calls and phone meetings. I detest them.

Purposeful conversations, like we know why we're having the conversation and we know how we're going to know when it's over, beautiful, love those. However, answering phone calls is a mistake, so never answer another phone call. When the phone rings don't answer it unless, as in my case, if it's your family and they show up on caller ID, then answer, even if I'm in the middle of a meeting I answer, because they have priority in my life. Don't answer phone calls. They can go to voicemail. They can leave a message and then you or someone else can then sift through them and decide if this is worth returning this phone call or not and if it's not don't return the phone call.

Just because someone had an idea that they should call you doesn't create an obligation on your part to do so.

Hack number six...

How many complaints do you think I'm going to get about this episode?

Sean: Probably a lot. Maybe none, who knows.

Ray: Maybe they'll all stop listening.

Sean: Maybe if you delete your email account and change your phone number you'll never know.

Ray: Excellent plan.

Hack number six... the almost magical technique to prevent writers block, plus multiply your creativity, your energy and productivity by a factor of at least seven, maybe ten. What manner of witchery does he speak of? It's not witchery it's the conscious intentional use of your brain. **Stop consuming content and start producing it instead.**

Look I'm all about learning, I love to learn. I do consume content but there's a point at which your reading of marketing emails and marketing blogs and taking marketing courses and going to marketing conferences stops being learning and starts being pornography. You're just engaging in mental gratification. You're fantasizing you're not really doing anything, so stop doing that and start being productive, create and if you'll do that it will prevent writers block, because you'll be writing, creating and you'll definitely multiply your creativity, energy and productivity.

Hack number seven... I said this would be the single sentence you will come up with that will erase any excuse you have for wasting a single minute of your time on someone else's priorities for the rest of your life.

By the way, these are pretty good bullet points aren't they?

Sean: Hmm.

Ray: Do you know why?

Sean: Why?

Ray: I went back and took my own copywriting course.

Sean: Hey!

Ray: I realized that I should be doing this in all my podcasts, like I tell people to do. So, what is this single sentence that you're going to come up with? Well, this is something I learned while I was at Jeff Walker's Product Launch Formula event. He asked a question and I'm not sure where he got it, he may have made it up or it may have come from Dan Sullivan, I'm not sure. The question was this... he said imagine, and if you've never heard this before then take the time to stop whatever you're doing and if you can't stop then pause this and come back to it later when you can. I don't want you to think about it too much, because it needs to be an instant response that comes to you in the moment.

If you're in a place where you can do that, get in a position to close your eyes and imagine you're on a desert island in the middle of the ocean and you know you will never leave that island alive. You're going to die on this island and there's another person there with you and that other person is a young 9-year old child. You also know that that child is going to get off the island and have a life in the civilized world again. You have one chance to utter one sentence to them, one piece of advice about what you want to say to them about the life they're about to have.

What's the first thing that pops into your mind? Write it down in a journal and give that some thought and flesh that sentence out, just one sentence. I would tell you what mine was, because it came to me instantly when Jeff went through this exercise, but I don't want to prejudice your answer, I want you to come up with our own response. I thought mine was silly at first and trite. I thought that came to me because I've heard other people say that particular phrase, until I realized that this is the way God often speaks to me.

This is the way I hear truth. This is the way the universe often sends me truth. Someday you and the universe will be on a first name basis, but that's another podcast. That sentence has become deeply engrained in me. It's been very powerful for me, so this is the single sentence that you came up with. It will erase any excuse you have for wasting a single minute of your time on someone else's priorities for the rest of your life. It erases the excuse, however, erasing the behavior is up to you and your discipline or lack thereof.

Something to think about. Now, shall we recap?

Sean: Let's.

Ray: Go for it.

Sean: Will do.

1. How you could finally conquer your overflowing your email inbox. Delete email account.
2. How to effectively ensure you never receive another unwanted phone call. Change your phone number.

3. How to lovingly get rid of relationships that aren't beneficial to you. Move to a different city.
4. How to eliminate unwanted interruptions, meetings and junk mail from your life. Don't share an email address, phone number or mailing address.
5. How to eliminate the number one way other people waste your time. Never answer another phone call.
6. The almost magical technique to prevent writers block; plus multiply your creativity, your energy and productivity by a factor of at least seven, maybe ten. Stop consuming content.
7. The single sentence that will erase any excuse you have for wasting a single minute of your time on someone else's priorities for the rest of your life. Ask the desert island question.

There you go, all seven right there.

Ray: Productivity hacks that can change your life forever.

Ray: Do you have some shocking productivity hacks of your own? If so you can leave a comment at RayEdwards.com/193.

Sean: If you received value from this show, please consider subscribing using the Apple podcast app and if you're feeling extra generous, give us a rating and writing a quick review in iTunes is also really awesome? We're also on Stitcher.com, so if you prefer that, please subscribe there.

Ray: These productivity hacks I gave you are shocking, daring and outside the norm, but it has been famously said, if you keep doing what you've always done you will continue to get what you've always got, so if you want to make it different you have to do something different. This may be the answer you've been looking for. If you've been praying for an answer maybe this is it.

Until the next time, may God continue to bless you and do more for you than you can ask or possibly imagine.

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