

How to Get Better at Everything Episode #249

Sean: Ray Edward Show, episode 249, how to get better at everything.

Automated Voice: The Ray Edward Show, live your destiny by design. Start, run and grow your own Internet based business and create the life of your dreams. You can do it. This is the Ray Edward Show.

[music]

Sean: 249, man, one more episode.

Ray: Be it, a quarter of a thousand?

Sean: Yes [laughs]. I realize 250 doesn't actually have any significance really.

Ray: What's the gift for the 250 episode -- anniversary, it's not really anniversary? Okay, in case you can't tell, and you can't, because you have no way of knowing this unless we told you, we've been recording a lot of podcast.

Sean: Don't let them know that we do them in batches [laughs].

Ray: It's been a long week, I'm switching tactics now. This week episode is very modest in our ambition, we're not reaching too high of a goal, which is, how to get better at everything.

Sean: Yes. I think after the last few episodes we've been doing really we just needed to take an easy subject.

Ray: Yes, something that's not too tough-

Sean: -little light hearted.

Ray: We can just relay off in a few minutes, you can take it run with it, and-

Sean: -do whatever.

Ray: -fulfil the promise of the title, get better at everything. That's what we're going to do, but first we're going to do this.

Automated Voice: Putting first things first and creating prosperity with purpose. This is Spiritual Foundations.

Ray: Recently I was in a discussion with somebody about -- I want to be circumspect about how I talk about this, but about resisting temptation. Their question was, "Well, I just can't," wasn't really a question, it was more of a statement, "I can't resist this particular temptation, I just can't." I want to encourage you that it is possible for you to resist any temptation, and it takes practice.

You may not achieve it perfectly, anybody who has ever been watching what they eat, trying to eat more carefully, has struggled with this to one extent or another, the temptation to eat things that are not aligned with your chosen nutritional program.

Sean: They're going to be careful because there's so many different diets out there, if you say, not eating well.

Ray: Right.

Sean: They could-

Ray: Most of these nutritional programs or diets would agree that chocolate covered cream-filled doughnuts probably shouldn't occupy a huge portion of what you eat.

Sean: No, but they do taste good.

Ray: They are delicious, and so there are temptations. Can we resist those temptations? This may sound like a small example but addiction to food and the temptation to eat foods that are not good for you is a huge problem for a lot of people. If you don't believe me just go to the mall and sit down and watches people walk by. It's horrifying. I'm not saying that people are horrifying; I'm saying the burden that they carry.

Sean: Now if you're really wealthy and you want to do a side by side comparison, fly to London, hangout in Downtown London [laughs]-

Ray: -and you'll notice a difference.

Sean: [laughs] Then fly back to United States-

Ray: -and you notice a difference.

Sean: Hangout anywhere [laughs].

Ray: It is possible to resist temptation. For those of us who follow the Bible, who are Christians, who are followers of Jesus, were told in 1st Corinthians 10:13, "No temptation is overtaking you except such as is common to man." We're all tempted by the same things. To lesser a degree for some, like somethings that are tempting for me are not tempting for somebody else.

Sean: Right. Yes, it's different.

Ray: The example that I've heard given, Pastor Bill Johnson talks about the fact that if he is in a restaurant and there's \$100 bill that was left as a tip for the waitress at the last time with the last people that were-

Sean: With the last people that are at the table?

Ray: Yes.

Sean: Okay.

Ray: That is not a temptation that he is going to steal that \$100. It wouldn't be a temptation for me either, but maybe would for you?

Sean: Not me.

Ray: I mean "you" in the general sense.

Sean: Right. Someone could be tempted by that.

Ray: There are things that would be tempting to me that wouldn't be for you. It's always temptations are common to us, to a greater or a lesser degree, but the verse goes on and say, "God is faithful and He will not allow you to be tempted beyond what you're able, but with the temptation will also make the way of escape that you may be able to bear it." That's a pretty powerful promise, that somehow contained within the temptation itself is a way for you to resist it and to be able to bear the temptation and not given to it. Now your next question for me is going to be, "How do I do that?"

Sean: How do you do that?

Ray: Practice.

Sean: Well, to speak to that, real quick, I learned this from a psychologist in Fresno, California.

Ray: Would this be Dr. Michael Rigier?

Sean: It would be Dr. Michael Rigier.

Ray: Whom we respect great.

Sean: Yes, yes and his wife.

Ray: Paula?

Sean: Paula, 100 bucks [laughs].

Ray: 100 bucks you guys.

Sean: He talks a lot about the connections made in the mind, in the brain. One of the examples that, I think, I got from him, was, well, when we want to deal with the certain situation that maybe is a temptation like food because that's a really common one. People eat to make themselves feel better, they -- it's even subconscious.

Ray: What?

Sean: I mean it's even a joke. It's like you're driving home, like the girl who just got dumped, what'd she do on the way home?

Ray: She stops at the ice-cream shop.

Sean: And get a big tub of ice-cream.

Ray: Pretends that ice-cream is love.

Sean: Right [laughs]. That's a great, great video [laughs]. That's real common. Well, when we're doing that, when we create certain behaviors in the brain we create neuro pathways, and it's going to sound Star Trekier weird. But as you're using neuro pathway it becomes easier and easier for a little electric impulses to travel down that way, and it becomes easier and easier for you to use that as your-

Ray: It's just your automatic chosen path.

Sean: For some people who've been struggling with their weight and identity issues for years -- decades, they eat to "make me feel better" even if a subconscious is like a five lane highway. They can get on that thing and cruise 70 miles an hour, no problem. Now the reason temptation feels hard is because what you have to do when you're tempted to get on that highway you have to decide "No I'm going to bushwhack a new trail."

Ray: Which is a lot of work?

Sean: A lot of work.

Ray: It's lot of resistance that you meet.

Sean: Because it's so much easier to just get on the highway. If you just look at it that way it's like, "Okay, this happen." Sometime we use the word "addiction" I think, too much, because an addiction is a chemical dependence upon something. I would call it a habit. If you think of it that way it's like one's a highway and the other one is like trail that you have to bushwhack, lot make sense, and it also makes a little bit more surmountable because it doesn't feel impossible, so, "Okay, I realize that this choice is going to be a little bit harder."

The good news is the more you chose to go down that path you want to bushwhack, you still have to hike but you want to bushwhack.

Ray: The more you practice.

Sean: Right. Then as you hike it then it will become more just an easy foot trail, and then you pave it.

Ray: Eventually the weeds start to grow over the old path.

Sean: Right. The old highway starts to crumble because you're not using it anymore.

Ray: Much like the highways in the *Walking Dead*.

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Sean: Yes.

Ray: They crumble and grass start growing up between the cracks, and before you know it the highways are gone. That's how you begin the process of resisting and creating a new path for your brain.

Automated Voice: Now, simple hacks that make life cheaper, easier, and faster. Ray's tip of the week.

Sean: Hi. For this tip of the week I just want to talk about Facebook lead ads.

Ray: Facebook lead ads, what are those Sean?

Sean: Those are different from just normal Facebook ad. Normal Facebook ads are kind a like Goggle Edward ads but they're just in Facebook newsfeed, so you have an image, and a headline, and you're like, "Hey, check out my new book, or retraining on this thing," or whatever it is. They click on it, and takes them to a landing page, they opt-in, or they buy, or whatever. Facebook lead ads allows people to be added to your Email provider -- your CRM without ever leaving Facebook.

Ray: What?

Sean: I've heard about it, you send me an email about them like a month ago.

Ray: That's true, I did. What I just did, I was just feigning surprise as if I didn't know what you're talking about.

Sean: It doesn't seem to be like something that a lot of people know about.

Ray: That's true. I don't see lot of people using it, and when I bring it up to people they act like they've never heard of it before.

Sean: And so I just start experimenting with that in our business, and also my own personal platform blog [sic] thingy, within the last week or so, It's awesome because what happens is people see an ad like they would normally, they click on it and a little box pops up, like a little opt-in form. You can put the text that's in there, and you say why should put their name and their email. Then you got integrated with your CRM like Infusionsoft, MailChimp, click Convert kit.

That's the only tricky part, if you can't directly integrate it you can download the CVS file -- CSV file periodically upload, but that's not as great. Basically what happens here is people see your ad they click it, they just get a little pop up, they put their name and their Email, and they never leave face back. Why is that important? Because it streamlines the process and makes it so much easier for people to get what-

Ray: Fewer clicks, less confusion and they get what they want faster and easier.

Sean: They don't feel as afraid to click on the ad because it's not going to take them out of Facebook. We've been using it in our business and in order to plug it into

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Infusionsoft there are bunch of different services that will do it. We use PlusThis and they just have an integration where they talk to the Facebook Lead Ad and Infusionsoft. Every time it happens, PlusThis just carries the information over to Infusionsoft.

Infusionsoft has something like convert kit. You can use a product like a Zapier or lead bridge or something like that that will talk between the two. But it is producing opt ins at a rate that we haven't seen before.

Ray: Very inexpensively.

Sean: Yes. When it comes to marketing and doing ads I would encourage you to look up to Facebook Lead Ads. They are a little complicated to set up and get everything hooked up. But once you get them going, they're the way to advertise on Facebook if you ask me.

Ray: The way to build your email lists which everybody wants.

Automated voice: Now, our feature presentation.

Ray: All right so this week's feature presentation is how to get better at everything including Facebook Lead Ads. I lost the music there. But since we're not editing, I'm just going to keep going.

Sean: We're professionals.

Ray: The key two words in how to get better at everything or anything here they are, are you ready?

Sean: I'm ready.

Ray: Magic words; be determined. A lot of people are very disappointed right now. I was going to say they're tuning out but we don't really tune out podcasts.

Sean: No that's a hold over-

Ray: From a different technology.

Sean: From a different era. Because how many people even tune their radios now?

Ray: [laughs] None of us.

Sean: No one. You just scan right or you just know the frequency and you type it in.

Ray: Unless you have an antique radio.

Sean: You're right. But no one turns the dial that actually moves that thing. [laughs]

Ray: I'm feeling such nostalgia now. You used to squiggle that thing back and forth trying to get it right on the station.

Sean: You get staticky, clear, clear, staticky go back, go back.

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Ray: Be determined, what do I mean? There are five ways you need to be determined in order to get better at everything. This is going to sound so stupidly simple that your temptation will be to disregard it and say, "Well this is-

Sean: Stupidly simple.

Ray: This is common knowledge," and as Brandon Buchardt says, "Common knowledge is usually not common practice."

Sean: That is true.

Ray: We won't enumerate that you can see that for yourself. There's no reason to make you feel bad or to make ourselves feel bad. Number one; determine where you really are. This is hard for a lot of people because people either want to make things out to be worse than it really is or they want to make things out to be better than it really. They didn't want to be an optimist or pessimist. My saying is neither an optimist nor a pessimist but be activated by reality.

Sean: I like pestimist [sic] [chuckles]. I'm just trying to think what a pestimist [sic] is. Some one that's a pestimist [sic] is?

Ray: Somebody that pesters you.

Sean: You don't have any experience of that? [laughs]

Ray: Specializes in pestering you.

Sean. You don't have any experience of that like right now?

Ray: No it doesn't bother me either. I am too calm, cool and collected for that to bother me.

Sean: How many times at [unintelligible 00:13:34] academy did I mess my words up? I talk about a well page.

Ray: We're working on your well page. Then there was that time you were singing.

Sean: [laughs] Sorry.

Ray: The point is to recognize how things really are, not make them worse than they are which is what most people's tendency is to make things out worse than they are. Like I always fail at diets, I'm always going to be fat. I'm always going to be in debt. I'm always going to be broke. That's a big pronouncement you're making and it's really making things out to be.

Or another form of mistakes is just exaggerating the emotional content of the situation. You might have a conversation with somebody and they may annoy you. But what you might say is, "He made me furious. I'm just enraged by his behavior. It's outrageous."

Sean: Or it's something along the lines as, "I just hate it when-" when reality is probably it is moderately aggravating.

Ray: So just speak about it the way it really is and then don't paint over problems. If you're half a million dollars in debt, don't say I've got a little bit of debt. Say to yourself, "I have half a million dollars in debt. I need to pay off." Just recognize things as they are. Step two; determine where you want to be. This is the difference between where you are and where you want to be and really to determine it with specificity.

Be very exact in your language about where you want to be as well and how it is different from where you are. This is for a lot of people, this is also difficult. They think they are going to pluck something out of the air as a goal or a target and that that's going to be good enough. Usually it's not true because -- ask yourself this question, how many times have you set a goal monetarily or health wise or in a relationship and you haven't followed through on that goal?

The reason behind that is they are in somewhere in your mind, there is more pleasure associated with not doing the stuff that gets you where you want to get to than there is with just suffering through with the actual problem that you have. It's just less painful to eat the donut in the moment. Although over the long haul it will be more painful as you continue to balloon. One good way to set your goals or the targets you're aiming for is a book written by our friends Michael Hyatt and Daniel Harkavy. The book is called *Living forward, a proven plan to stop drifting and get the life you want*.

This is one of the best books I've ever read on goal setting and putting together a plan for your life. I highly recommend it. You don't have to wait till New Year's Day to do this any day can be New Year's Day for you. You can find it on Amazon. It's well worth it. I've been through this process a couple of times and I find it extraordinarily useful. My life plan that I got out of this book is something that I have on my -- it's in my Evernotes, it's in my iPhone, it's on my iPad. I can always refer to it and to remind myself of why I'm working toward the things I'm working toward.

Step number three after you've determined where you want to be is, determine the cost of getting there. There is going to be a cost. It's going to be financial-

Sean: It could be time.

Ray: It could be the discomfort of dealing with certain relationships.

Sean: Or the discomfort of dealing with the weight machines.

Ray: I have dealt with that.

Sean: Or free weights if you like to go like that. That's more my ideal.

Ray: Sometimes I'm dealing with the discomfort of just thinking about the weights. Doesn't sound pleasant. Seems like it could be more pleasant to just to lay here on the couch and read.

Sean: Eat this donut.

Ray: Eat this donut and then the next one.

Sean: Until the whole box is gone.

Ray: You've got to determine what the cost is going to be. Again be realistic about how much it's going to cost you in terms of money, time, effort, discomfort. For some people, one of the things they have to do to get from where they are to where they want to be is change relationships. They need to stop associating with some people in their life and begin associating with a new peer group or even close friends. It doesn't mean you don't love people. There comes a point where being around certain people, being in certain relationships is no longer healthy for you.

Sean: You hear that a lot. I've heard from people like in our mastermind or other masterminds or even just in life saying that once they achieved a certain level of success which predicated that they adopt a new mindset about life and their business and everything. I've heard it a lot. They make comments like, "Oh I was hanging out with some people I used to hang out with all the time and I just can't hang out with them anymore. I didn't realize it but they're just so negative."

Ray: The way they think is so different from how I think now. Part of it is you can't afford to continue to be influenced by those thoughts.

Sean: You just recognize this is having a bad influence on my heart, on my soul, on my mindset however you want to-

Ray: I used to work with somebody who I never to his face and never to other people that we worked with but in my own thoughts and yes in my own home, I referred to him as ewe. Because everything that happened he found a negative twist to it. He was the guy who could always find a cloud around every silver lining. Eventually I had to reach a point where I realized, I cannot afford to be around this guy.

Sean: Sometimes it's painful because sometimes these relationships are long relationships.

Ray: This person was a friend for years and we spent lots of time together. I didn't have a formal meeting with him where I said-

Sean: Our friendship is over.

Ray: "I can no longer afford your stinky, negative attitude." Sometimes you do have to do that.

Sean: But most of the time people are going to see the mindset shift in you as well and it will be a natural-

Ray: I'm pretty sure I had begun to irritate him as much as I he irritated me. Because I was turning into Mr. Sunshine and he was not.

Sean: Mr. Sandman [singing]-

Ray: Different concept.

Sean: -bring me a dream. [hums] I don't know the rest of the words.

Ray: Make him the cutest that I've ever seen.

Sean: Oh, really?

Ray: Yes.

Sean: It's not actually about a dream?

Ray: No.

Sean: It's a girl wishing for-

Ray: Yes. If step three is determine the cost to get you where you want to be-

Sean: Wow. Where did we go? [laughs]

Ray: Where do we always go?

Sean: What were we talking about? Relationships? I realize it relates but when you bring us back around it's like, "Wow." [laughs]

Ray: Now that you say that, let's review.

Sean: [laughs] Where were we?

Ray: How to get better at everything. Number one, determine where you really are. Don't be an optimist nor a pessimist but be a realist. In this phase, there's a time for dreaming and optimistic thinking, and there's a time to just look at reality and see, "Where am I really?" And then, step two, determine where you want to be, and do that with accuracy. And number three, determine the cost to get there. And then, number four, this is going to come as a real shock but this is the hard part that most people don't want to do, and that is, determine if you're willing to pay the price.

Sean: Yes. I often think about this going back to the food and exercise thing. I look at this and, "I don't always win this battle but I'd like to say that I win it more often than I lose it." Is, if I look at that donut I couch the question is, what do I want more?" Not what's wrong for me or anything like that, but what do I want more? The momentary pleasure of that donut, right now, or the physique that I'm looking for? The health. What do I want more? And that helps me.

Do this because that's what I'm doing. I'm determining if I'm willing to pay the price. If I want the physique more am I willing to pay the price of not eating the donut right now? Yes. And every once in a while, when I'm weakened, no.

Ray: The answer is no.

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Sean: No, I am not willing to pay that price.

Ray: I want the donut more.

Sean: Yes. [laughs]

Ray: And step number five, of course, is to determine to pay the price. It's like that moment you're just describing, which is the moment of decision, and that's where you get to test the integrity of your belief and your resolve. I've taught it various times on things like the discipline for building a business, and on discipline required to write, and time management and productivity or something that people ask me about a lot.

I can give you a number of systems for managing your time better. I didn't invent any of them but lot of times I point people to the David Allen *Getting Things Done* system, and what people would tell me is, "I tried it. It didn't work for me." I'm like, "That's not possible." If you did it, it would work.

Sean: Again, going back to the health and fitness thing, that's a perfect example as well. How many diets and exercise programs are out there, are coming out and are going to continue to make billions of dollars, but when it comes down to it, at the end of the day, what are all of them? Eat less, exercise more.

Ray: Boom.

Sean: If someone says, "It didn't work for me."

Ray: The system works if you work the system.

Sean: Right. You might have to find the unique executables for your specific situation but-

Ray: But it works. I've had this discussion with a number of people on productivity systems. There's a couple of people I have in mind who I know have been through it, like round-robin, the Franklin Covey system, the GTD system, and different ways of thinking about time management, and they're always telling me, "None of these work and I don't know what the problem is." And I've had to tell a couple of people, just flat out.

Well, the reason it's not working is, in the moment where you get to decide what you're going to do next, in that moment; you did not have the integrity to make the right decision.

Sean: And integrity, you don't mean you're a dishonest person. We mean being congruent, internally and externally.

Ray: With your values and the decision that you made to pay the price. Thank you for that clarification because some people would think, "Oh, you're saying they're a bad moral person?"

Sean: No, we're saying that there's a breakdown between what they say they're doing, and what they actually do.

Ray: Right. It's like on *Star Trek* when they give the report on the hull integrity. That's how well is the ship holding together. That's what we're saying. The five steps to getting better at everything.

Sean: How did they know that?

Ray: They have a computer.

Sean: Just wondering. How did they -- [chuckles] "Hull integrity is at 12%." How do you know that? [laughs]

Ray: It's calculus. Space calculus.

Sean: Space calculus.

Ray: The five steps to getting better at everything are: number one, determine where you really are; number two, determine where you want to be; number three, determine the cost to get there. Number four, determine if you're willing to pay the price; and number five, determine to-

Sean: Pay it.

Ray: -pay it.

Sean: That's really where the rubber meets the road.

Ray: That's exactly right. That's the hard part, and unfortunately, there is no easy way to do the hard part.

Sean: No, there's no system out there that takes the hard part away.

Ray: No. But that's what makes life interesting, and every gain in life is like exercise. The gains that you get in muscle are formed by pushing hard against resistance that causes discomfort.

Sean: Yes. That's good.

[background music]

Sean: All right, if you think this podcast would be helpful for others please help us by subscribing in iTunes, and giving us a rating and a review. You don't subscribe by doing that.

Ray: See you in the last episode.

Sean: Make sure you put your real name in the website and when we have our, now infamous, re--

Ray: Self-serving, reading our own reviews podcast episode.

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Sean: We'll put you on there. We're also on Stitchers. You can go there and subscribe. You can connect with Ray on Facebook, Twitter, Google Plus, LinkedIn. What was the take one on 30 rock? I was just going to slide right into it. Who are Youface?

Ray: Youface.

Sean: On Youface.

Ray: Who are you facing?

Sean: You can find us on Youface. [chuckles]

Ray: I saw we're somebody that actually made that.

Sean: I know, right? If you want to get the transcript go to rayedwards.com/249 and it will be there.

Ray: Until next week. May god bless you and continue to do awesome things for you and your business. Peace to your house.

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