



## Episode #264

### The Listener Appreciation Show

**Ray Edwards:** *Ray Edwards Show* Episode 264: The Listener Appreciation Show

**Announcer:** The *Ray Edwards 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 Edwards Show*. [music]

**Ray:** Well finally, it's here.

**Sean Edwards:** It's here. We've talked about it a lot.

**Ray:** Well a lot.

**Sean:** A lot. It actually became a fable.

**Ray:** It was apocryphal.

**Sean:** Yes, the mythical.

**Ray:** The mythical listener appreciation show.

**Sean:** [laughs]

**Ray:** We kept saying -- for those of you who don't know what we're talking about, we said at the end of every episode-

**Sean:** Well, for those of you who don't know what we're talking about, you're not listening to the podcast or you're not listening to the end.

**Ray:** That's correct.

**Sean:** It is. It is.

**Ray:** You need some counseling.

**Sean:** [laughs]

**Ray:** So we would say at the end of every podcast, if you want to get promoted on this show, just leave us a rating and a review on iTunes-

**Sean:** And we'll read it out.

**Ray:** And you pointed out one day, we've never done that.

**Sean:** We never done that.

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**Ray:** Then every week, it actually became, one of these days, we're actually going to do it. At the end of the year, when we are in need of material to fill a podcast episode-

**Sean:** [laughs]

**Ray:** Don't let that make you feel bad.

**Sean:** You know what would be funny is if all of a sudden, like amongst our friends and podcats -- podcast peer group, suddenly they started doing listener appreciation episodes. [laughs]

**Ray:** Oh they will. They will. I like what you came up with though, podcats.

**Sean:** Podcats

**Ray:** All these guy are podcats.

**Sean:** They're podcats.

**Ray:** Now this is totally off subject but your mother and I watched Superman v. Batman or whichever way it went, if that matters. It was not nearly as good as I remember it to be.

**Sean:** No, they had some serious problems.

**Ray:** It really did.

**Sean:** It did.

**Ray:** I mean, she kind of enjoyed it, I think. But-

**Sean:** If you just set aside that they took some liberties and went in some directions that don't make a whole lot of sense.

**Ray:** Okay, first of all, Batman was shooting people.

**Sean:** Yes. Oh, I remember, you know the -- *How It Should Have Ended*, things that are really funny, those videos, the HISHEs, they did an episode where they're all sitting there and Wonder Woman is sitting at the cafe with them and Superman and Batman are like talking about what they -- how they fought each other then they got in the same team. But at one point, someone says something and Superman goes, "Yes, what happened to us? We used to be cool." And Wonder Woman says, "I'll tell you. You --," pointing to Batman, "You killed people. And then pointing to Superman, "And you forgot to smile."

**Ray:** Totally.

**Sean:** And they both go, "Ohh." And Superman was like, "You're right. You're totally right." [laughs]

**Ray:** You know what it made me do? It made me really miss Chris Reeve.

**Sean:** Yes, Christopher Reeves. But Man of Steel was good.

**Ray:** Well, it was pretty good. It was better than this one.

**Sean:** Yes. Man of Steel was good because it was more hopeful.

**Ray:** Yes. I'm hoping that the -- whatever the next movie is.

**Sean:** Justice League?

**Ray:** Justice League -- I hope it-

**Sean:** They're not showing Superman in it but you know he's in it. But you can't show him in the previews.

**Ray:** Yes. And then all the religious overtones were so obvious. I thought they were cool in the theater, and then I watched it on TV and I'm like, "Wow, this was pretty heavy-handed."

**Sean:** Pretty heavy-handed, yes.

**Ray:** Oh well. Okay, that's not what this show is about though.

**Sean:** Batman v. Superman, \$100.

**Ray:** Yes, and you could probably use it.

**Sean:** [laughs]

**Ray:** I imagine you still paying that one off. Okay, so let's get to it, Listener Appreciation Show. What is this show -- how is this show constructed, Sean?

**Sean:** Well a lot of time and energy went into it.

**Ray:** A lot of writers.

**Sean:** A lot of writers.

**Ray:** We had a whole team -- 252 people contributed to writing this episode.

**Sean:** Yes, and we got Apple to create the database.

**Ray:** Yes and the software we used.

**Sean:** The software we used. So it's a bit of big undertaking.

**Ray:** Adobe provided the audio engineering software.

**Sean:** [laughs]

**Ray:** That's really -- that whole segment we just did is kind of a distortion of the truth.

**Sean:** [laughs]

**Ray:** We're just reading the reviews that are left for us in iTunes and commenting on them.

**Sean:** Technically, what we said was true. Well-

**Ray:** Well, I mean-

**Sean:** Okay, no. It was embellished, but the core of what we said was true.

**Ray:** Yes. The intent was embellishment.

**Sean:** Yes.

**Ray:** Okay, so -- and we're doing this cold. We have not read this in advance.

**Sean:** Oh, you're going to tell them that. Okay.

**Ray:** Oh, well, that makes it more fun because they can enjoy the excitement and the adrenaline with us.

**Sean:** [laughs]

**Ray:** All right, let's go with our first review. It's five stars.

**Sean:** Yes.

**Ray:** From?

**Sean:** Pastor Scott -- I think it's Weisel. I actually interviewed with this guy. He is cool.

**Ray:** Like for a job? Are you leaving?

**Sean:** Yes, I'm leaving. Sorry, I forgot to tell you. This is my two weeks' notice.

**Ray:** Oh.

**Sean:** So Scott says, "Ray and his son are such a great team. They keep things light while at the same time giving great value. I have personally grown because of this podcast, and my business has too."

**Ray:** Wow.

**Sean:** Thanks, Scott. Yes, Scott's great. I know we spoke. He interviewed me. Now he heard our episode sometime back where you interviewed me or I taught on Why Money Doesn't Exist and how that pertains to prosperity and permission to prosper in it, and he wanted to introduce that to his group. He's great. He's got a church and a school ministry that he's in charge of.

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**Ray:** Cool.

**Sean:** Thanks, Scott.

**Ray:** You know what I noticed about you?

**Sean:** What?

**Ray:** Wherever you go, controversy soon shows up.

**Sean:** Yes, controversy follows close behind.

**Ray:** Yes. Okay.

**Sean:** I get that from Tombstone.

**Ray:** Oh, is that where that's from?

**Sean:** It is not controversy, it's like, "Tell them I'm coming. Tell them where ever I go, hell follows close behind."

**Ray:** Yes, it's been too long since I've seen that movie because I didn't get the quote.

**Sean:** Tombstone. It's a classic. "How lewd are lewd?" "I'll be your huckleberry."

**Ray:** Oh man, so many great lines. Okay, we're going to watch that this weekend. All right, so next review is from AgentGrant.

**Sean:** Indeed.

**Ray:** I feel like we need spy music playing now.

**Sean:** Yes. AgentGrant. Grant Ward? I hope not.

**Ray:** No, not Grant Ward. Please no. Because we know he's a weird creature from another dimension.

**Sean:** Yes.

**Ray:** In reality.

**Sean:** [laughs]

**Ray:** Okay, I stand corrected. Okay, now here's my problem with Batman v. Superman.

**Sean:** Yes?

**Ray:** Agents of Shield, the TV show, is better than that movie.

**Sean:** Yes.

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**Ray:** Oh well, AgentGrant, "Funny, fun and great business acumen. Ray and his son make me laugh my--" different symbol keys, "off". I think there were supposed to be a colorful word go in there.

**Sean:** I think so to. I think he edited it himself.

**Ray:** "Make me laugh my buns off. These guys are funny, give value-packed info for running an online business and even show us how the original entrepreneur did it, Jesus. Thanks for helping keep me encouraged in this busy world of business."

**Sean:** Awesome.

**Ray:** That's a great review. Thank you very much, AgentGrant.

**Sean:** Yes, thank you. That's very nice. As for the next one, it comes from TheKimSutton. I like that, TheKimSutton.

**Ray:** I like that so many people are using their names because often, you get things like-

**Sean:** Like weird -- well like this person, we're going to come them, but it's WJPants.

**Ray:** [laughs] Okay.

**Sean:** Okay, so TheKimSutton says, "Educational and entertaining." Now side note, I promise we did not collect all the five-star reviews and decided to read them first.

**Ray:** We're just taking them from the most recent, back.

**Sean:** Yes, most recent. They're all five stars so far.

**Ray:** There are some bad ones in here. I've seen them in the past.

**Sean:** [laughs] So TheKimSutton says, "Ray's episodes constantly teach me new techniques in the areas of growing my business, business relationships, marketing strategies and more. I appreciate the spiritual side in which more entrepreneurs will be proud of their spirituality and profess it as Ray constantly does. Keep up the great work, Ray."

**Ray:** Wow, thank you, TheKim. That was very, very nice and kind. Okay.

**Sean:** Very good. We ask people to put their website too but a lot of people aren't doing that, although maybe this next person did. Oh, I think they did.

**Ray:** Oh, very, very good. Justin Esposito, "High protein mental food," is what he says about the podcast. Five stars again. Really, we did not cherry pick these.

**Sean:** Yes, really. Promise.

**Ray:** Justin says, "Thank you, Ray, for sharing your zeal and knowledge. I've been really motivate to up my entrepreneurial game, to improve my copy and to dive into

my business feet first. You're a big help in more ways than one. Keep it up, brother." Justin Esposito, Precision Crafted English, and you can find him at [precisioncraftedenglish.com](http://precisioncraftedenglish.com). What does that site do?

**Sean:** I don't know. Let's find out.

**Ray:** Take a look. It's a good thing this is not a video podcast because I'd be really nervous.

**Sean:** You could move on to the next one while I'm figuring this out.

**Ray:** Okay, I'll do that. So this one is from Donna Triullo. It's another five-star review. Thank you, Donna. Thank you so much, folks. I know it's a little bit of a hassle to go in and give a rating in and write a review, but it's a five-star rating. And Donna says, "Ray Edwards walks and talks with the spirit in mind. My marriage is better by giving respect and playing games -- I give him respect in playing games from listening to Ray and his interview, *Creating a Haven of Peace*."

Oh I see, she's referring to things that Joanne Miller recommended in her book, *Creating a Haven of Peace*. I interviewed Joanne Miller. If I had read the entire sentence, I would have known how to figure it out, as if it were a puzzle. Thank you, Donna, very much. That was very kind of you. That's a great interview with Joanne. I'm not sure it's gotten enough listens. So if you go to [rayedwards.com](http://rayedwards.com), just type in "Joanne Miller" and look for that episode because it's a really good one.

**Sean:** There you go. I don't know if he's having trouble with this website or what, but [precisioncraftedenglish.com](http://precisioncraftedenglish.com) is not responding to me right now.

**Ray:** Oh perhaps it's on Bluehost.

**Sean:** [laughs] No.

**Ray:** Like eight hours, my site was down for eight hours.

**Sean:** Eight hours?

**Ray:** And I got an email today.

**Sean:** Yes, you told me about that.

**Ray:** Saying sorry.

**Sean:** Sorry.

**Ray:** We really prioritize you. Yes, I can see I hate to see what you do to your enemies. Okay, anyway moving on. I'm not bitter. Let's hear what WJPants has to say.

**Sean:** A bit goofy but very practical. He says, "Ray is pretty goofy but so am I, so maybe that's why I listen. Seriously though, I love how practical this podcast is. It

helps me take action instead of just listening. I highly recommend it. Jeremygoborroughs.com plus time, energy and success.

**Ray:** Cool.

**Sean:** Awesome.

**Ray:** All right, our next one is another five star review from Steven French, usable life and business wisdom from the source. That ain't you Ray but I love how he's using you. That's clever. He says, "Man I'm glad I stumbled upon Ray Edwards. At first I thought it was just another sales marketing guru, not so. Ray and company bring really practical tools and principles. I have access to other very smart people and deliver it all on humorous encouraging way. The root of the wisdom Jesus has made clear but not because they beat you over the head with their world view. I happened to share their view and believes but I honestly think this show is a blessing even to people who don't. I bless the brothers and sisters of the Ray Edward Show with joy and prosperity in the world as it is today and will be in the future", and oh there is more. I clicked the more button.

**Sean:** "And trust their work will lead others to the same place of blessing."

**Ray:** Wow.

**Sean:** That's awesome.

**Ray:** That was really very kind of you Steven. I appreciate all the nice things you said and the observations you made and thank you very much.

**Sean:** Yes. Next review comment, I am going to bungle your name, I don't even know if I should try, Inyangifyoung?

**Ray:** I bet that's close.

**Sean:** Says, "Actionable concepts in each episode. This podcast has so much good content. There's always something you can apply to improve your existing business or get one started on almost every episode. Giving Sean more time on the court show also have improved an already great content filled show and the segmentation is nice.

The best resource from the show to me is How to Write Copy That Sells Book. I got a copy off Amazon as soon as it came out. The concepts of copy writing in the various episodes have been a big help to me and coming from a technical consulting background with zero knowledge of copywriting I'm gratefully applying the pasture framework into my business. Keep up the good work from Inyangifyoung show. Thank you.

**Ray:** Yes, thanks so much.

**Sean:** That's awesome.

**Ray:** A couple of people have mentioned the humor and that really didn't happen until you came on the show. I've gone back and listened to some episodes and I'm like, "Dang I was really serious."

**Sean:** [Laughs].

**Ray:** Sean really helped me lighten up.

**Sean:** Not at first.

**Ray:** At first it was-

**Sean:** What did Hope say the other day? "Oh I don't know about this", it was like-

**Ray:** Hope Shafer she said, "Why listen in?" I thought, "This is not going to work."

**Sean:** "This is not going to work."

**Ray:** In fairness to Hope now, she really likes it and she's glad that you're part of the show.

**Sean:** Once we figured it out.

**Ray:** You got me to lighten up, that's what happened.

**Sean:** Well I had to lighten up too. I was like-

**Ray:** True, we were like Batman v Superman.

**Sean:** We were like, "Oh, Oh God, got to follow the notes. What, Oh, Oh, Oh, Oh."

**Ray:** Yes, it's painful. We should go back and listen to the first episode.

**Sean:** No, let's-

**Ray:** Okay, you're right let's not.

**Sean:** Let's not do that [laughs].

**Ray:** Okay, next review is from Tony Thunderberk entitled The Real Ray. It's another five star review. Seriously we did not cherry pick these.

**Sean:** You know what, I'm just looking at the reviews and unless we specify that they aren't five star, just assume.

**Ray:** Yes, we could stop saying that. Tony says, "I've seen Ray up-close and personal in San Diego and I've listened to him interviewed on other podcast and I've listened to many episodes of the *Ray Edwards Show* podcast. What I've noticed is, you get the real Ray no matter where you find him. That's pretty cool, I can recommend this podcast anyone who wants quality marketing tips from someone whose foundation is the creator of the universe. Can't get better than that."

**Sean:** Wow.

**Ray:** Thanks Tony.

**Sean:** Cool, that's really good. Really awesome. All right next one is Mr. Numerologists. Says, "How to prosper his purpose? The episode how to prosper with purpose was fabulous. The insight and aha moments I had were many. Thanks guys, Ray your son is doing a great job." Oh, awesome, thank you.

**Ray:** Cool. Very nice.

**Sean:** See, you can't we didn't read these ahead of time.

**Ray:** No, those are like just all gaga over the nice things to say.

**Sean:** Look like "Oh, wait what? Oh."

**Ray:** Hey now. Daniel Stanton says, "Great time investment, great investment of time to grow a business and prosper. Real practical knowledge from someone actually doing the work."

**Sean:** Cool.

**Ray:** I'll tell you what. We've got so many of these five star reviews, let's be fair. Let's go through and cherry pick out the bad reviews and see what they have to say.

**Sean:** To really be fair, the overall rating, if you look at the numbers 245 five stars and then 243. Then there is like less than 10 other ones. Reading all the five stars is fair but-

**Ray:** But it would be more fun-

**Sean:** Be more fun [laughs] to read the bad ones. Okay so here is someone who was not as thrilled and we're sorry that we're not as thrilled. This was from Jay Carr called a front to proselytize. "I'm so disappointed, I heard about this podcast from copywriting blogs. I had to look at my phone three times to make sure I really did download a writing podcast, not a bible thumper podcast. If you look for reviews online, he appears to have hired a great SEO expert to make sure only his website comes up in searches."

[laughter]

**Sean:** Okay, look we're not laughing at you. Look I understand you expected one thing and got another. We're just sorry.

**Ray:** We're laughing mainly at the thing about us hiring an SEO expert.

**Sean:** SEO is bottom of our-

**Ray:** Its voodoo to us.

**Sean:** Yes, to us it's like eh.

**Ray:** What is that even? I know what it stands for.

**Sean:** It's like a garnish when you need to be focusing on the stake and the potatoes.

**Ray:** Jake Carr, sorry you're disappointed. We don't try to falsely advertise. That's why I put the spiritual foundations upfront. In the episodes that we do it in, I put it right up front and in fact I don't know what else to say. We're up front about it. You did misspell proselytize, by the way.

**Sean:** Yes, but that's okay.

**Ray:** It's all right we all do it.

**Sean:** I've never made a typo.

**Ray:** Nor I.

**Sean:** Okay, all right another one. Again we read these not so favorable ones. We're not making fun of the people.

**Ray:** It means more interesting than, "You're great."

**Sean:** "You're great. You're awesome", okay.

**Ray:** We love that.

**Sean:** Yes, we love that.

**Ray:** For you, the listener we realized mid-stream this is going to sound weird.

**Sean:** Weird and boring.

**Ray:** Because everybody says how much they love us and we love that. We can sit and read those all day but maybe not so much you.

**Sean:** Terry Stafford, two stars says, "I tried sorry guys. I've been listening for several months now because I know how important it is for me to learn more about copywriting but I just don't have the time or endurance to listen to so much useless and annoying banter [laughs] in order to gain often hidden-

**Ray:** Seedlings.

**Sean:** -seedlings of value. I'm not sure having so much fun with family members is the right recipe for a podcast presumably intended for teaching. I do have your book and will enjoy what I can claim from it. Unfortunately I've had to select this one for unsubscribing, I wish all the best. God bless." That was a very nice bad review.

**Ray:** It was. It was a very politely written bad review.

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**Sean:** Yes, it was.

**Ray:** I will just point out that 240 some other people don't seem to think the banter is useless.

**Sean:** No, and in fact that's the thing that we get the most comments about.

**Ray:** Yes we do and-

**Sean:** It's not even the content.

**Ray:** No, and the ratings of the show have increased since we started doing this.

**Sean:** I know you want to unsubscribe so it doesn't really matter for you anyway but we're not going to change that.

**Ray:** By the way we did not do it for the ratings.

**Sean:** No.

**Ray:** I didn't even look at the ratings for the longest time and then just recently somebody sent me a message and said, "Hey you're in the what's hot on iTunes" and I looked at it and was like, "Oh I am." Then once or twice every couple of weeks I'll look and see we're still there.

**Sean:** Once or twice a day.

**Ray:** Yes, just once every hour or so.

**Sean:** [Laughs] I just check the stats every hour or so.

**Ray:** What I'm not obsessive compulsive about it, c'mon. How about Sam Jaya.

**Sean:** She's good talk about our webinars.

**Ray:** Oh really?

**Sean:** Yes, okay.

**Ray:** Don't believe everything you read or hear.

**Sean:** Yes, Oh she thinks this is a scam.

**Ray:** Oh okay.

**Sean:** "If you have any special need situations where you need one on one assistance, do not take any of his webinars. He does not have time for one on one instruction. If anyone tells you, they discovered a secret way of doing XYZ or you can do this in 30 days, it is most likely a money grab from you to them. Be careful and don't let anyone take your money for a quick secret or get rich XYZ in 30 days. Beware of scams." Okay.

**Ray:** I would agree beware of scams.

**Sean:** Yes.

**Ray:** We don't ever promise get rich quick.

**Sean:** No. In fact-

**Ray:** We're against that.

**Sean:** You even say it at the beginning of most webinars, "Hey these results are not typical."

**Ray:** If you are somebody looking for get rich quick, this is not the place for you.

**Sean:** Yes, so sorry you, you felt that way. I feel we're pretty upfront.

**Ray:** Yes and as far as we don't have time for one on one. I don't think we make any secret of that.

**Sean:** No, we don't promise one on one.

**Ray:** I'm not trying to boast we have many thousands of people who listen to this show, we couldn't possibly help everybody one on one. One of the reasons we do the show is so we can help people as a group.

**Sean:** Yes, now if you're part of -- if you're by cooperating an academy or something we do generally have group coach calls. That's still not one on one.

**Ray:** Yes, we couldn't do that. Are there anymore that we want to share or do we want to give some actual value in this episode?

**Sean:** Oh that's a good idea.

**Ray:** Now, I feel like I have to.

**Sean:** Let's read a couple of feel good ones.

**Ray:** Okay, let's do that then I've got something to share.

**Sean:** Okay. I've got one from a longtime ago in a galaxy far far away, that's the person, that's awesome. He says, "What a bfo. winky face, a blinding flash, The obvious of course. If you are in an established aspiring or struggling online entrepreneur or business owner this podcast is for you. It addresses some real pain points like, where do I start? And what are the right words to say in my sales copy? And many more questions are answered but those two were mine. I'm just starting out my online business and I have found the *Ray Edwards* podcast website incredibly helpful. Thank you Ray for so generously sharing the wisdom that time and experience has given you. Please subscribe to this podcast and listen to as many as you can. I'm convinced you'll see immediate results in your business." Craig Rickson III." cool.

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**Ray:** Cool thank you so much.

**Sean:** Thank you Craig, I feel better.

**Ray:** I feel better too, I will quote this one, I remember this one from memory. Michael Hyatt said, "The *Ray Edward Show* is one of my top three must listen to podcast every week." I'm just saying, he's a pretty smart guy. Okay we're coming up on the end of the year and I've been talking about goal setting quite a bit lately. If you've been on my email list, you may not be on my email list anymore. You might've gotten so many emails about goal setting and you're like, "Enough my goal is to never get another email from you again."

**Sean:** "I am done" [laughs].

**Ray:** But looking ahead to the new year, I know a lot of people are going to be making resolutions and -- I recently just came up with three qualities that I believe you have to have if you wanted to achieve any goal that's going to require a stretch from you. There's two kinds of goals that I think people set, three kinds of goals: The first one are the ones they know they are going to hit, those are not goals. Those are ways to make yourself feel good. It's like, "I set a goal of eating at least one bag of barbeque potato chips every week." And you probably know from experience you can do that.

**Sean:** You can do that, you can hit that goal.

**Ray:** "I can do it." Setting a goal you know you're going to hit doesn't really challenge you at all and it's not very rewarding. The second kind of goal you can set is a goal that is challenging but excites you. It really needs to challenge you, it needs to like-- if you set a goal to double your income, or to get yourself out of debt, or to lose a significant amount of weight, and you know it's going to take some work, and the result inspires you that's a good goal to set. And then there are the like delusional goals; "I'm going to become the president of the world.", "I'm four feet tall and I'm going to become an NBA superstar."

**Sean:** "I'm going to build my house on the moon."

**Ray:** Yes, probably none of those things are going to happen. I don't care if you're even Mark Zuckerberg, okay Mark Zuckerberg might be able to build a house on the moon.

**Sean:** Maybe [laughs].

**Ray:** If he teamed up with Elon Musk-

**Sean:** You know real estate is expensive-- I was going to say that actually, or virgin mobile who? Richard Branson.

**Ray:** That would be a great sitcom wouldn't it? Richard Branson

**Sean:** Elon Musk.

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**Ray:** And Mark Zuckerberg living on the moon.

[laughter]

**Sean:** Someone to make like a flash YouTube.

**Ray:** "These three entrepreneurs decided to leave earth and live on the moon."

**Sean:** I have no idea what you would do from there, but I feel like there's a lot of silicon valley humor that-. [laughs]

**Ray:** Okay so back to the goal setting thing. Once you've set a goal like the right kind of goal. The kind that challenges you in a significant-- what makes a good goal? Well Earl Nightingale defined success as the progressive realization of a worthwhile goal. He never defined as far as I know, what a worthwhile goal is, so think that's kind of left up to you to decide. Does it have value to you? Because if I tell you, Sean I want you to set a goal of whatever, that only has limited value to you because it may be something that you're totally not interested in. It'd be like the government telling you how to run your business or something.

**Sean:** I know.

**Ray:** Why does that keep coming up?

**Sean:** I don't know it's [laughs].

**Ray:** It's because the more we grow and the more successful we become, the more they try to tell me what to do.

**Sean:** Yes. It's like, "Hey you don't have the right to do that."

**Ray:** Well, you have the guns. Anyway.

**Sean:** To quote a very wise person, "A gun is not an argument."

**Ray:** Who said that?

**Sean:** Ayn Rand [laughs].

**Ray:** Aaargh so smart, I miss her. You set a worthwhile goal, what does it take to achieve it? Maybe you've written out your goals for 2017 or you may be listening in the future, "Hello future person?"

**Sean:** "Hello."

**Ray:** "How are things there? How did Mr. Trump do? Did he get re-elected?"

**Sean:** "The world still exist?"

**Ray:** "We're just curious. Please email us back."

**Sean:** "We're assuming you have that capability." [laughs]

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**Ray:** "I still want to get an email from the future."

**Sean:** "This is future Sean, Yes the world is still here."

**Ray:** "It's okay guys everything works out. They cured everything."

**Sean:** "The government stops telling you what to do."

**Ray:** "Everybody has food, and healthcare, that wasn't stolen at the point of a gun." Am I going to get to -- [laughter]. All right we're not going to edit this out, this is that useless banter that that guy was talking about.

**Sean:** I think it was the gal, but it doesn't matter.

**Ray:** You said a worthwhile goal, or goals; you have maybe three, four, five goals whatever they are for 2017 or whatever year you're looking forward to. And what's required of you to achieve them all. Obviously you got to have the discipline to do the stuff, whatever it takes to do it. Let's get more dialed in than that. I think there are three Cs that you need in order to achieve those goals.

**Sean:** I'm so surprised that they all start with the same letter.

**Ray:** Are you surprised?

**Sean:** I'm very surprised.

**Ray:** Do you know how much time I spent coming up with this? You do know.

**Sean:** Is that information you want to share right now.

**Ray:** I don't know, would it serve me or not? The first C is clarity: You need clarity about what your goal is, and you might say, "Well that's pretty obvious." Well if it's so damn obvious why is it so few people have the clarity. Because if you ask people, "What's your financial goal for the year?" "I want to make more money." Okay here's a dime.

**Sean:** There's more money, goal met.

**Ray:** Now what, "Set a new goal I want to make a quarter." You got to be clear about what it is you want. I have a very specific income goal for 2017, you don't even know what it is yet?

**Sean:** I don't.

**Ray:** Okay I'm going to turn off the mic for a second. What do you think of that?

**Sean:** That's good, I like that.

**Ray:** Do you think we can do it?

**Sean:** I think we can do it.

**Ray:** It's gross of course.

**Sean:** It is gross, "Ew money, wealth."

**Ray:** "Filthy [unintelligible 00:27:11]."

**Sean:** "Filthy, people."

**Ray:** "Money is the root of all evil."

**Sean:** "Evil corporation."

**Ray:** "Evil corp." "Yes, 99% release your anger, strike them down." Clarity, you got to be clear.

**Sean:** "And your journey to communism will be complete." [laughs]

**Ray:** All right settle down Palpatine. Clarity, so if you have an income goal; Let's say that last year you made \$75,000 and this year you want to double that so that will be \$150,000. That should be your goal, "I want to make by December 31st 2017 I want to make \$150,000." Who knows what that will be worth the end of 2017.

**Sean:** Maybe a lot more maybe a lot less. [laughs].

**Ray:** It's anybody's guess, future listener email us. Clarity. You got to have clarity.

**Sean:** Would that be considered insider trading?

**Ray:** Well I'm not sure.

**Sean:** Do we have stipulations on--

**Ray:** Does temporal deviation factor into that? I wonder if this episode is going to make any sense to anybody but us?

**Sean:** I don't know, we just talked about all the ratings and reviews and how everything is going great for the show. And people are going to be going.

**Ray:** And then we did this.

**Sean:** Then we did this, so like, "Yes all right you jumped the shark."

**Ray:** Yes you totally -- you jumped a school of shark. The second thing you need once you have clarity, and it applies to whatever your goal is. If it's a weight loss goal you need to know how many pounds you need to lose. I think you need to dial in and get even more focused on that, if you need to lose 104 pounds, then that would be two pounds a week you need to lose. It's doable, it's maybe not healthy.

**Sean:** No I was talking about the shift from thinking of losing 104 pounds over 365 days to thinking of losing two pounds every seven days, that's a very different way of thinking about it.

**Ray:** It makes it a little more realistic, it's like, "Maybe if I didn't eat a bowl of ice cream every night before I go to bed, I could lose those two pounds. And exercised."

**Sean:** Or white fudge covered Oreos.

**Ray:** I couldn't resist.

**Sean:** Those things.

**Ray:** We need to not have them in the house, that's just what it comes down to, I thought-

**Sean:** When you brought them to the house, I was like, "What are you thinking?"

**Ray:** I wasn't. My story that I told myself was, we will save these for carbageddon, on Sunday when we have carb day, but no they shouted to me from the shelf, "Come eat me." And I acquiesced to their desires."

**Sean:** And they're only 12 of them in a box.

**Ray:** Yes. There were two boxes.

**Sean:** What are you saying?

**Ray:** Not a thing. The second thing you need is commitment. Funny we should talk about that now.

**Sean:** Oh, yes. That is funny.

**Ray:** That would involve things like, "Don't buy the fudge-covered Oreos."

**Sean:** Don't eat a whole box of it one night.

**Ray:** Yes, don't. [laughs] Somehow, I still managed to lose four tenths of a pound. It's the time I spent on the elliptical.

**Sean:** Probably the discipline you exerted elsewhere throughout the day. That still doesn't mean-

**Ray:** No. It's not a good [unintelligible 00:30:31]

**Sean:** That's not a good weight loss strategy people.

**Ray:** No. Not at all. Commitment. You have to be committed to doing what it takes to get the outcome that you want. The third thing is what we're really just talking about, Control. You need to be able to control your behavior because what it really comes down to achieving any goal, any worthwhile goal is going to take some effort and

take some time to achieve. If it's something you can achieve this week, it's not a goal. It's a to-do item.

**Sean:** Right, it's a task.

**Ray:** Don't get confused. A goal takes a little more work than that. But you got to have control in the moments because it's on a day by day, hour by hour, minute by minute basis that you achieve any success. Not the home-run that everybody thinks they want to hear. I want to write a book this week and it's going to be a best seller. That's not how it works now.

**Sean:** No. Now it's interesting about the control thing. Sometimes when you see you have to control your behavior. Sometimes you have to control the external elements that influence your behavior.

**Ray:** Such as, don't bring fudge covered Oreos into the house.

**Sean:** Because you know that 11:30, you're going to [unintelligible 00:31:35]. You're going to be craving them. You just know that it's better to not have that temptation around at all.

**Ray:** The analogy that works well and it's backed up by science, it was from the Heath Brothers in their book, I think, *Switch* which is about changing your behavior. They share the analogy that willpower is like riding an elephant. The elephant is your emotional self, the lower parts of your brain, and your intellect is like a human being riding at the back of the elephant.

Early in the morning, the human being is in control. But after a while, the human being gets tired. The elephant goes where he wants to. What do you do when your rider is exhausted and has fallen asleep but the elephant is charging forward? You need to have constructed a path that keeps him moving in the right direction. That path if you're trying to lose weight does not include the ice cream, fudge covered Oreos, those cookies that that guy send us. [laughs] I want to be clear that I was very thankful to Chris Griffin for the cookies that he sent us.

**Sean:** Chris Griffin from *Family Guy*?

**Ray:** Yes. Oh my gosh, never thought that. Yes, Chris Griffin. "Hey Chris, come over here. Look at these cookies."

**Sean:** That's really good. That's creepy [laughs].

**Ray:** "They're from Santa Claus."

**Sean:** Oh my gosh [laughs].

**Ray:** I didn't know I could do that.

**Sean:** You can do that really well.

**Ray:** I do not know that. Oh boy, the show is lost. I met Chris at Don Miller's *Story Brand* seminar where I was teaching the part on copywriting which by the way is just like totally fantasy come true. I was a Don Miller fan boy back when he was writing things like *Blue Like Jazz* and so forth. Then he got into this marketing thing and I thought, "Man, Don Miller is doing marketing?" That is the coolest thing ever. In the next thing I know he's like call me on the phone.

**Sean:** When you told me that you were getting to know Don Miller, at first I was like. "Oh just must be a same name." You were like, "The guy who wrote *Blue like Jazz*." What? How is he in the space? Like that. Now I do know him, but what is he doing in the marketing business world? I hadn't known that he had done the pivot.

**Ray:** Then-

**Sean:** He didn't take-

**Ray:** Mike Kim's course.

**Sean:** Pivot course. He did it before.

**Ray:** He just instinctually pages-

**Sean:** He's a pivoter

**Ray:** Now Don is doing the *Story Brand* thing which is awesome and then he just asked us to be part of it which is even awesomer. Chris Griffin, not the guy from Family Guy. I'm going to really try not to do my Peter Griffin impersonation now. He was there and he was one of the students and he just wrote and said, "I wanted to thank you for the help you gave me at Don Miller's recent *Story Brand* seminar." He goes on and tells a story. I don't know how much of this he wants me to share. But he says, "In the meantime, I wanted to send you something as a token of my thanks. I know you eat healthy. I was hoping you might like the pecan halves. If the other Mississippi fare is too carby for you. Hopefully someone in your family or on your team will enjoy." We've enjoyed-

**Sean:** Oh, yes. We enjoy them.

**Ray:** -all of the things.

**Sean:** That is nothing to do with not enjoying them.

**Ray:** No. We enjoyed them immensely. Thank you Chris. All right. The three things you need to achieve your goals are?

**Sean:** What are they?

**Ray:** Clarity, commitment, and control. You also need to listen to this show. Obviously, there's a lot of practical help in it.

**Sean:** Obviously, it is a lean, mean-

**Ray:** Helpful machine.

**Sean:** -helpful machine. We don't put anything in the episode that doesn't need to be there.

**Ray:** That's correct.

[laughter]

**Ray:** In our opinion. Thanks to everybody who's left a rating and a review. It just goes to-

**Sean:** Yes. Thank you so much.

**Ray:** It goes to prove to you that if you leave a rating and review, we will read it.

**Sean:** Yes. We will. If you put your website in it, we'll read it and we might even go to it.

**Ray:** Even if you're mean-spirited. Now, if your website is bad, we will not.

**Sean:** No.

**Ray:** It's about gambling or weird stuff. Naked clowns wearing big shoes.

**Sean:** How did you even come up with that?

**Ray:** I don't know. Okay, I think we're done.

**Sean:** All right. Well, if you found this show helpful,

[laughter]

**Ray:** Then you might need to see a professional.

**Sean:** But you can subscribe using apple podcast app. That would be awesome. Are we going to have a transcription of this episode.

**Ray:** Oh, absolutely.

**Sean:** Absolutely. Well if you want a transcription and show notes.

**Ray:** Marshall have barely little work to do on the show.

**Sean:** Yes, he will. Please go to [rayedwards.com/264](http://rayedwards.com/264). Any parting thoughts?

**Ray:** No.

**Sean:** No. We've got so many parting thoughts.

**Ray:** It's been a parting thought since the beginning.

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**Sean:** It's just been one big parting thought.

**Ray:** It's my prayer that God blesses you with a wonderful holiday season and if you're alone or sad during the holidays, go get some company in the company of friends. God bless you and we'll see you next week.

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**[00:37:19] [END OF AUDIO]**