



RAY EDWARDS

LIVE WITH JOY LEAD WITH PASSION PROSPER WITH PURPOSE

How to Unbusy Yourself This Week

This is Amy Porterfield from the Online Marketing Made Easy podcast and you're listening to the Ray Edwards Show, the number one show on how to change the world and watch your business grow.

Episode 130... show notes for this week's material can be found at RayEdwards.com/130. We are a world of busy people, too busy it would seem. In fact, if I were to ask 10 of my friends what their biggest challenge is right now, at least five of them would answer with some variation on Ray, I'm just so busy; I'm just so busy. I know this because it's already happened I have this conversation about twice a week with somebody about how busy they are and how they don't want to be so busy, but they're trying to accomplish important things and they're just too darn busy.

So, in this episode I will share 10 specific tactics to help unbusy yourself this week, not some mystical date in the future.

I'd like to give a big thanks to those who have done three things that really help the show, that help me and I appreciate this and will thank you personally if you would be so kind as to do the following three things.

- Subscribe to the show in iTunes. Go into your podcast application and subscribe to the Ray Edwards podcast in the iTunes store.
- Give us a star rating. You can choose 1 which means the show is terrible or you can choose 5, which means you think it's fantastic. I would prefer you to choose 5, but I also want you to be honest.
- This whole thing will take you 5 minutes and that is to write a quick review of what you like about the show.

If you've been listening for a while now and you haven't done this yet, the biggest favor you could do for me is to subscribe, give us a star rating and write a review of the show in iTunes. I would appreciate it so very much. You'll have my gratitude and I'll thank you by name, I'm happy to do that.

Tip of the Week

I do lots of online meetings. I do lots of webinars, conference calls and we have a growing little team in our business of people that we work with and my favorite new meeting tool is Zoom.us. I like Zoom better than Skype or GoToMeeting for these video conference calls for a few reasons

and here are those reasons and why I'd like you to check it out. By the way, I get no financial reward for recommending you to Zoom at all, I'm just doing it because I love it and I think you will love it as well.

1. Smoother video streaming

It seems like the other video services that are available are sometimes choppy, robotic and the images freeze, which can happen to anybody's service. I'm sure it happens to Zoom occasionally, even though I've not experienced it yet and it probably happens but it seems to happen less. You get smooth video streaming which is important to a good conversation flow.

2. The ease of use

I find it easier to understand. It's like it was built for human beings to use and I like that feature a lot.

3. It has simple screen sharing

With the other applications I've mentioned already you can screen share and it works fine, but it feels easier and simpler to me in Zoom.

4. Ease of recording your conversations

You do have to explicitly get permission from the other people who are part of the video, but once they do that you can record both sides and it is super easy and the recordings come out great. If you do video interviews it's great for that.

5. For most people it will be less expensive than other alternatives

I say that with a caveat, in that I have a GoToWebinar account that I got when they had much lower rates than they do now. The plan that I now have, I believe costs \$500 or \$900 a month, but I still pay \$100 a month for it because I had it all those years ago and they let me keep my initial rate, and they've been kind about it. A few times when my credit/debit card went passed its expiration date and they missed a billing cycle they could have kicked me out saying they tried to bill me and it didn't work and then changed the rate, but they didn't do that. I contacted them and explained what happened and that I'd like to renew it at my previous rate and they very courteously and kindly said yes. So, hats off to the folks at Citrix for being good souls, I appreciate that.

However, if you don't have a deal like that and you're looking for a cheaper better way to do webinars that you can afford then you might want to check out Zoom, because of all the reasons I just provided. You can check out the link from the show notes at RayEdwards.com/130.

Spiritual Foundations

There's a question I get every now and then because I talk about faith and business and every once in a while I get this question, and then I'll mention the one I actually want to talk about. Every once in a while someone says to me, you should not mix your faith and business, and I got an email about this not long ago that said, I feel like I'm being preached at when I listen to your show. I'm sorry you feel that way. I never want you to feel like I'm preaching at you, but I suppose

if you don't want to hear spiritual stuff and I'm talking about Jesus or the Bible or spirituality then you would feel a little like that, so I'm sorry, then maybe it's not the show for you.

For many people it is, because a lot of people are trying to figure out how they integrate, separate or deal with their spiritual life versus their business life and the answer is this... you only have one life, you're just one person so just be who you are. Don't apologize for it.

What I actually wanted to talk to you about this week was another question that I get so frequently and that is... Ray, it seems like you imply that we don't need to work harder at being better Christians, like we don't need to work harder at having quiet time, going to prayer meetings, going to church more often and volunteering for classes, but that's not what you mean is it?

The answer is yes, that's what I mean. You should not be working harder to be a better Christian. Oh, no he didn't just say that... Yes I did... you see, all of our working and striving to be better Christians and have a more Christian attitude toward people, to work at being more righteous, all of that is just going to end up making you feel guiltier and dirtier than before you started. Guaranteed that's how it's going to work, and I'm not making this up it comes from the Bible.

Just a quick reference point for you is I Corinthians 1:30, which says... *you are in Christ Jesus, who became to us wisdom from God, righteousness, sanctification and redemption, so that as it is written, let the one who boasts boast in the Lord.*

What this means to you and me is our righteousness, our wisdom, sanctification and redemption, none of those things come from anything we do. It doesn't come from us having a better prayer time, better "relationship" with the Lord, from reading the Bible more or going to prayer groups more or being in a small group or volunteering to be in the children's ministry at church. Whatever it is you're busying yourself with at church in the Christian world, adding to what I call Christian stress to your life, none of that makes you a better Christian.

In fact, all of that is self righteousness and it will make you feel horrible, because you will eventually realize, I can't do this. I can't be a good enough Christian. Somebody famously said, when asked if the Christian life was difficult, the answer was no the Christian life is not difficult it's impossible. It's impossible if we try to do it ourselves, that's why in this letter that Paul wrote to the church at Corinth, you, and he's writing it to you so put your own name in there... you, Ray Edwards, are in Christ Jesus, who became to you, Ray Edwards, wisdom from God. Became to you righteousness, sanctification and redemption, so that as it is written let the one who boasts boast in the Lord.

So I boast in the Lord, I boast in Jesus and I say I am wisdom. I am righteousness. I am sanctified. I am redeemed in the Lord Jesus, not by anything I've done but by his grace and mercy. Your righteousness is not measured by what you do or don't do, it is measured exclusively by what Jesus already did and if that doesn't relieve you of Christian stress I don't know how to help you.

Feature Presentation

This week we're talking about 10 Ways to Unbusy Yourself This Week. I started by talking about how busy we are in today's world, we're all so busy. I would love to have dinner with you but I'm so busy. I would love to do certain things in my life but I'm so busy I'm too busy to do it. We need to slow down so we can get more meaningful work done.

I don't think that's a contradiction in terms, think through what I just said. You need to slow down so you can get more meaningful work done. I believe that busyness is one of the curses of the 21st century and we need to unbusy ourselves. Here are 10 specific tactics, not theory or high falutin philosophizing, it's specific tactical advice on things you can do to unbusy yourself and some of it will seem radical. Some of these suggestions I'm giving you will cause you to say, Ray, there's no way on Heaven or earth that I could do that.

I challenge that statement. I challenge you that there is a way you can do it. Every one of these things are doable. If anybody could claim to be so stinking busy that they couldn't do any of this stuff I could claim it, but I'm doing most of the things on this list and hopefully by the time you get this podcast I'll be doing all of them.

1. Start work an hour later

You heard me right. You've heard me in the past say you should start work an hour earlier if you want to get more done. I'm telling you something different now. It's been proven time and time again that working extended hours does not extend your productivity. There's a limit, a point of diminishing returns where you reverse the productivity that you achieved in the first few hours of the day and you begin to diminish in productivity.

You'll actually be more productive when you shorten the length of your work day and focus your efforts. Think about it this way, you've heard this example before. What happens the week before you're going on a long vacation? Don't you get more done than in a normal week, because you have to do all your normal work, plus the work that will cover what you're supposed to do while you're on vacation plus all the preparations for the vacation itself, and somehow you get it all done in a single week.

What happens the day before you go on a big vacation? Most of us get as much work done in a single day before vacation as we normally do in an entire week. That ought to tell us something. It's not about how much time you put in.

2. Quit work an hour earlier

So am I saying if you normally keep office hours of 9 to 5 that you should start keeping office hours of 10:00 to 4:00? Yes, that's exactly what I'm saying.

3. Don't take any lunch meetings

This one has been hard for me because I get lots of requests from people who just want to have lunch, get together, socialize, pick my brain, all these nice flattering and wonderful things that affirm me as a human being and a smart guy that make me feel like I am sought after. And as a guy whose primary love language is words of affirmation, that feeds me, but making lunch meetings a frequent occurrence eats up a lot of productive time and energy and it makes me feel busy, because I'm squeezing out things that I could or perhaps should have been working on.

Now hear me, sometimes the lunch meeting is the thing you need to be working on, but as a general rule for most of us it's not true. So don't take any lunch meetings. In fact, I suggest you take these 10 tactics and employ them for the next 30 days, one month and then check back with me and let me know whether you feel unbusy or not. It doesn't have to be a fancy explanation it can simply be this, I'm sorry I have some big projects I'm working on right now and I'm not taking any lunch meetings this month. Nobody will question that. Their world will not come to an end because you're not having lunch with them.

4. Work four days instead of five this week

I know what you're thinking, good gosh Ray, you're cutting out all my work what am I supposed to do? Exactly! Can you work four days instead of five this week? Many people a couple weeks ago did exactly that because it was a holiday week. It was Labor Day in the U.S. and for many people that week worked Tuesday through Friday; four days instead of five and most of them were probably more productive those four days than the previous week when they worked five.

Why? Because of that compression factor that we talked about earlier, that before vacation phenomena. There is a law and ironically I've quoted this law for years and some of you will understand why this is funny, it's called Parkinson's Law which says... *'The time required to complete a task will expand in direct proportion to the time allotted.* In other words, if you have 12 hours to do something it'll take 12 hours, but if you have 6 hours to do it you'll somehow get it done in 6 hours.

So, if you shorten your workday by an hour at the beginning and an hour at the end and shorten your work week by a day, I promise you that you can get the same amount of work done that you normally would, probably more because you'll be more focused and if you aren't taking lunch meetings, which probably took up an hour and a half of every day, than you've gained back six hours from your work week. That's almost like gaining an extra day.

5. Don't take any incoming phone calls

What this means is very simple... you never accept a phone call that comes in to you. You only talk on the phone when you make the call. This is going to be hard for a lot of people, because we were taught many of us as children, that when the phone rings you answer it it's impolite not to answer the phone. Then along came answering machines that would answer the phone and play back a recording that would say, I'm sorry the Edwards family is not at home right now, at the sound of the tone please leave a message with your name and phone number and we'll get back to you as soon as possible or words to that effect.

It's silly to just have a message like that anymore, we should just have a beep and everyone would know what to do, which is exactly my point. Everybody knows to leave you a message. In fact, you might have an outgoing greeting on your voicemail that says something like this... hi; I'm in the middle of some big projects right now so I'm not accepting incoming phone calls. I return calls once a day so please leave your name, a detailed explanation of what you're calling about and the phone number where I can reach you and I'll get back to you. Just don't take any incoming phone calls.

Why not? Because those are interruptions and those are not in alignment with your agenda for what you need to get done that day and when you need to get it done. It's other people setting the agenda for you. When you allow the messages to flow in and you choose a specific time to sit down and go back through those messages to choose which to return and when, then you set the agenda and you aren't interrupting the flow of your work. It's very important and it's not rude. If your spouse calls you might want to take that one.

6. Eliminate all shopping online and offline

How can you do that it's impossible? This could be a problem. You can do it by thinking ahead. What do you actually need? If you're going to do this for a week, a month or whatever the time period is you're going to try this experiment for, I suggest a month but maybe that's too much and you need to start with a week.

Let's say you're starting with a week, seven days that you're going to put these things into practice. Can you think ahead seven days to what you will need in that seven days and buy it ahead of time? Can you resist the temptation to click around on the Internet and shop for things you don't really need? Of course you can. Give yourself a quiet period of a week or a month when you're not doing any shopping and see what happens to your brain.

7. Stop watching TV, listening to the radio and reading the newspaper

The media has an agenda for playing on your emotional strings. There's a saying in the news business, 'if it bleeds it leads', which is why a good news channel is never going to exist or succeed, because people like to rubberneck car accidents. They like to look at bad things happening. They're fascinated by tragedy. I don't know why, but it's true and the news media knows this. In fact, there is a generally accepted rule of thumb that says '70-80% of what you see on the news is going to be negative'.

They may have a human interest story occasionally that makes you feel good, that's just enough so they don't drive you so deep into depression that you'll turn the TV off. The point is they're going to fill you with negative scary ideas, thoughts and stories because that's what keeps people watching and what helps them sell ads to their advertisers. I'm not against commerce or selling ads to advertisers and I'm certainly not against the advertising business, so hear me when I say that. However, when you open the gates to watching TV, listening to the radio and reading the paper, you're letting a lot of stuff in that's filling up your mind and busying your thoughts if not your body.

A friend of mine often says, '*What entertains you enters you.*' Think about what you've been entertained by in this last week, is that what you want inside of you all the time?

8. Meditate twice a day

I'm not talking about some weird new age spooky mumbo jumbo, I'm talking about quieting your mind and letting your mind stop all of its busy hopping around. If you are concerned, as I know some of you will be about if I'm a Christian is it okay for me to meditate or is that some kind of weird Eastern religion thing I shouldn't be doing? I'm not suggesting that you practice Eastern religious meditation I'm suggesting you allow your mind to stop all of its jumping around.

There are a couple ways to do this. What I like to do is simply focus on my breathing and listen to some ambient music or sounds of nature. I have an app on my phone called Relax Meditate, which plays the sounds of a stream flowing and birds chirping. I follow my breath in and out and frequently I will recite a very simple scripture over and over. Then, when I start drifting away from that I start thinking about things that aren't part of the meditation so I just come back to reciting that scripture. It doesn't have to be scary and if you're a believer in Jesus Christ you don't want to practice some other religious tradition, you can use your own tradition to meditate and focus your thoughts and quiet them down.

Do it for just 10 minutes twice a day, it'll make an enormous difference in the noise in your head, trust me.

9. Cancel all recurring meetings

I did this recently and it was so freeing. I'm not saying you should never have recurring meetings, but I was building up a lot of them. There were a lot of obligations I had during the week that peppered my calendar with these obligations that split up my days in weird ways, and I'm not

saying I'll never have recurring meetings again, I am going to bring a few back, but I cancelled all of them and started from zero. I contacted everyone and said I have some projects I'm working on right now I need to free up time and space on my calendar so I'm canceling all recurring meetings. I've instituted a few back, like those with my team for obvious reasons, at least on a weekly basis.

So canceling recurring meetings and being careful before adding any of them back is a good idea. You may find that most of them don't need to be recurring. In fact, I have several that were recurring get together with friends on the phone or in person, I still want to get together and talk with those people on a personal level or something like that, spiritual partner relationship, but I don't need a recurring meeting to have that happen I can just call so we can get together. It doesn't need to be on the calendar every week, so I commend that idea to you to think about.

This last one will be the hardest for many to swallow.

10. Cancel all social and volunteer activities for a temporary period of time

Whether it's a week or a month, however long you're going to take up this challenge you should do this and it will be hard for some because you'll feel that you can't do it, it's impossible for you to cancel your social calendar and your volunteering calendar. It is not impossible. You are not being paid to do those things. You did not sign a blood oath to do those things and if you contact the people or organizations in question and say to them, I have some very important work that I'm doing right now and I have to free up some time on my calendar; therefore, I need to temporarily suspend these activities. I promise you they will say okay, when will you be back?

Then you can answer that question how you want. The world will not end, blood will not run in the streets and everything will be okay. Those people or organizations are not dependent on you to continue their existence, as much as you might like to believe that they are.

So, once again here are the 10 ways to unbusy yourself this week and my question to you is will you put them to work this week?

1. Start work an hour later
2. Quit work an hour earlier
3. Don't take any lunch meetings
4. Work four days instead of five this week
5. Don't take any incoming phone calls
6. Eliminate all shopping online and offline
7. Stop watching TV, listening to the radio and reading the newspaper
8. Meditate twice a day (10 min)
9. Cancel all recurring meetings
10. Cancel all social and volunteer activities

Will you do these? Even picking a few of these 10 will free up space in your mind, help you get you more centered and perhaps bring you a renewed sense of peace, power and purpose.

What to Do Now

The question for this week's episode is... Which unbusy practices will you adopt this week?

Tell me about it at RayEdwards.com/130.

Next week our episode will be 5 Destructive Habits That Will Wreck Your Life... and you're probably doing all 5 of them.

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Until next time, may God bless you richly and do more for you than you can ask or even possibly imagine!