



RAY EDWARDS

LIVE WITH JOY LEAD WITH PASSION PROSPER WITH PURPOSE

How to Live with Joy, Lead with Passion & Prosper with Purpose

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.

Welcome to episode 135. This is Ray and you can find all the notes and links, the transcript and so forth from this week's show by going to RayEdwards.com/135. This week's title provides big ambitious goals that I've set. I think I've got some answers, not all, because the truth is that I don't do all this stuff all the time. I do most of it some of the time.

What brought this subject to the roster for the show?
Why am I doing a show with this kind of title?
Why are we covering these topics?

Because the tagline in my logo says just this... live with joy, lead with passion and prosper with purpose... and occasionally someone asks me, how do you do all that? I realized I didn't really have a great compact answer for that and I wanted to have a podcast episode that I could point people to and say, go listen to this episode of the show and it will explain what I mean by that tagline, and that's what today's show is all about.

Before we get to that let's get to our announcements.

I'm getting very excited about the upcoming Platform Conference in Colorado Springs starting November 9, which is put on by Ken Davis and Michael Hyatt and it is a required conference if you're building your own online business and/or platform. You can't really build one without the other, I don't think, at least not as effectively as it's possible to do. There are still a few seats available for the conference. You can still save \$100 when you go to PlatformConference.tv and when you order your ticket type in this discount code, RAY and that will provide you with the ticket discount.

I'm excited about it, of course, because there's a tremendous lineup of speakers... Michael Hyatt himself, Ken Davis, Stu McLaren, Amy Porterfield and I'll be there, as well as a host of others, a fantastic lineup of great speakers and teachers. You get such close personal contact with everybody, it's not like a lot of these events where the speakers are separated from the audience and you don't get to talk with them. There are many avenues and opportunities to meet with and talk with everyone who speaks at this conference to make personal contact and get personal feedback. It's just a tremendous experience that cannot be matched.

Plus, another reason I'm excited is that Cliff Ravenscraft, one of the speakers of the conference, approached me not long ago and said hey, what if we held a one-day follow up meeting after the conference for a few folks who want to get together with just you and I? I thought it was a great idea because Cliff is involved and whether you know or not, Cliff is the guy who teaches most of the top podcasters how to be top podcasters.

In fact, if you go to iTunes and look in the top podcasts in the business category you'll find most of those spots are occupied by people who have been taught by Cliff Ravenscraft on how to build their podcast, and that includes Dan Miller, Michael Hyatt, Mike Stelzner, Amy Porterfield and yours truly to name a few. It's an endless number. I don't know how many students he's had, I just know that the top podcasters, most of them have been taught by Cliff.

This is a different kind of event. What is this one day all about? I'm assuming of course that you're already going to the Platform Conference, so you'll be in Colorado Springs the 9th-11th of November and then I would encourage you to stay one extra day on the 12th for the day with Cliff and Ray. We're going to cover the following things...

The deeper connection session – during this session everyone will be given a few moments to introduce themselves. These introductions will be done in a fun and interesting way. Cliff has given me his ideas and I love it. Cliff is very creative and I don't want to say more because it will give away too much. Just know it'll be fun and entertaining. You will really get to know each other and this is what's powerful about this group of people.

Let me tell you the purpose behind this meeting. For me every leap forward in my business, every big leap forward has been preceded by spending deep personal time with people who inspired, educated, motivated and edified me to believe that I could do the things that I wanted to do. That I could reach the goals that I had set before myself to accomplish, and getting their feedback, input, ideas and connections as well as becoming friends and supporting one another.

The last time my business jumped to a new level was when I accepted an invitation to go to a mastermind meeting in New York City. I paid for the mastermind, which was one day and at the table of that mastermind were some outstanding celebrities within the business world such as: Ramet Setee, Marie Forleo, Stu McLaren, Michael Hyatt... it was an all star lineup... Carrie Wilkerson, Paul Evans... people with whom I've connected with in a deep way and stayed in contact with, become friends with and maintained a relationship with over time, which has made a huge difference in my business and my life.

That's what this deeper connection session is designed to do. It's designed to not leave it to chance for you to connect with other attendees, who are also achievers. I can tell you that Kathleen Thompson or Kent Julian, and if you don't know who he is than you must go to Dan Miller's 48 Days site and check out what Kent is up to. These are top notch people and you belong in this group, even if you're just getting started. We want you to get to know each other and form deep connections, with everyone involved, not just Cliff and myself. We're engineering something for you on your behalf, a relationship with a circle of peers that will help life you up.

The next level resources session – during this session Cliff and I will go back and forth and share our most valuable tips, tools, resources that we use daily to do our work, and that have helped us to achieve what's most important to us. I can tell you this is my favorite type of session. I want to know how the people I want to emulate and model in business...

- How do they operate?
- How do they work?
- What tools do they use?
- What is their day like?
- How do they plan their time?
- How do they do their writing?
- How do they create their podcasts?

- How do they manage their productivity?
- What apps and software do they use?
- What tricks, resources or hacks have they worked out that make them more productive, successful and able to achieve what they want to achieve with less friction?

That's what we're aiming to give you so you can take your business, your life and platform to the next level.

The most valuable investment session – I'm really stoked about this session. This isn't just about me and Cliff, in case you were wondering, of course we'll give you all we can in a single day, but we're also looking to learn from you and the other attendees in the room with the limited seating arrangement. We'll get to know you and you'll get to know each other.

So during this session every member of the group will get a few moments to share what you feel has been the most beneficial investment you've made in taking your own platform to the next level. So you get to hear what's worked for others and that might just be the source of inspiration you need to get to new levels of possibility for your own business. This kind of thing has been extremely valuable for me, as I've listened to others share what's worked for them, I've made distinctions that have allowed me to leverage my success to a new level of achievement and I think you can do the same thing in this most valuable investment session.

The AMA with Cliff and Ray session – (Ask Me Anything) – So you'll have the opportunity to ask either of us anything you want to ask. We're willing to share anything and everything. We'll talk about our experiences in building our businesses and the challenges we've faced, whether you have questions about tools, getting setup, how to get clients or monetize what you're doing online, we'll answer those as well.

You can ask anything, be it personal, spiritual, professional, technical... if you can ask anything what would it be? I would have paid money back in the day to ask Cliff questions and in fact, I was ready to do just that. You'll get the opportunity to do that as well.

Cliff has made a cool video explaining how this all works and we've already started enrolling people, so far we have 4-6 and we're having to limit it to 20 and with that said I want to plant a few seeds in your mind. First, if you live in the Colorado Springs area or anywhere near there, you don't have to attend the conference to join us. I would prefer that you did because it would give us the common context, but if you don't you can still attend this one-day event. If you're traveling from somewhere else you want to make sure you give yourself time to get there so you can be there in the morning for the session beginning.

Also, if you're already going to Platform, then make the modest additional investment to come to this one-day event with me and Cliff, because not only can you ask whatever you want, not only will you get the personal time with us or the connection with others in the room, but you'll also get the aggregate knowledge, experience and an entirely new way of leveraging this mastermind group we're bringing together. You never know, you may form a relationship in the room that will be profitable. There may be a relationship you form in the room that will be a lifelong friendship.

This is how these things happen but you have to show up in order to make it happen. Go to NextLevelStudio.tv and you will find all the details for the event, along with the video from Cliff, which summarizes the value of this experience. I hope you will join us for all the fun. I really want you to be part of it.

Tip of the Week

I have fallen in love with the field guides at Mac Sparky. That's the blog of David Sparks. You may not know who David Sparks is, but he's this super uber technical Apple/Mac guy. All things technical that relate to Mac's, he's the guy who knows it. By the way, it's MacSparky.com.

The field guides are eBooks and so much more. Because David is so into the technology side of Apple and Macintosh and all things Apple, has really taken to heart the iBooks author publishing platform. He's created these eBooks that he calls field guides that are so much more than eBooks. They are multi-media educational experiences as I describe them. Each one has a bunch of video screen casts embedded inside them.

They're optimized for iPad. You can watch them on your Mac and currently I'm reading his guide on presentations as I'm preparing for my upcoming presentation at the Platform Conference. These field guides are thorough and media rich. They're darn near flawless and he does them himself. It's really astonishing. If, for no other reason, the fact that they're only \$10 and you can get them in the iBook bookstore on iTunes, you should at least see what's possible with this method of making eBooks.

I think you'll be stunned and blown away. This is more and different than just an eBook. I also recommend you check out the podcast that David does with Katie Floyd called Mac Power Users, which is at 5by5.tv/mpu. The links are in the show notes, which you'll find at RayEdwards.com/135. I recommend the field guides and certainly the podcast.

My bonus tip of the week, which is totally unrelated is by Dan Frank's and Jared Easely, who are doing the Business Podcaster Summit in January and this is a great no-travel required seminar that you should consider putting on your calendar. You can find the link for this in the show notes as well or go to PodcasterSummit.com.

Spiritual Foundations

Did I mention that I have a lot of content to cram into this episode? Over the last few days I've had the profound experience of spending time learning from and receiving from a ministry team at Bethel Church from Redding, California. This team was led by Levi Hugg, who is a great guy. He's a lot of fun to be around and I really appreciate all he had to share and I'm going to share with you some of that which he shared with us.

If you're a believing entrepreneur and you're constantly looking for ways to expand your spiritual life so that it pervades all areas of life and you aren't compartmentalized... I mean, one of the comments I hear most often about this show is something on the order of... Ray, I don't know how you do it but somehow you manage to bring your spiritual stuff in with your business stuff and it sounds natural, not forced or weird.

I guess the people to whom it sounds weird to have probably stopped listening, which is why I don't get that feedback, but I often get the question, how do you do that? The answer is that I just don't know how to not do it. I heard some things from Levi over the weekend that I really wanted to share because to me these 5 key points that I'm encouraging you to adopt will change your life. It's important that I set the context for this correctly. Levi said that he had spent a long time in his life as a Christian in what he called **conduct-based Christianity** and that's where we as believers go to the Bible and read it and we're looking for something to do.

Have you been there? I have. Maybe I should pray this prayer. Maybe I should fast. Maybe I should pray three times a day. Maybe I should spend 40 days in contemplation. We look in the Bible for things to do, because we figure if we just do the right things the right way that God will reward me and here's a new perspective that Levi offered, which I found refreshing and astonishing. It is this... simply that instead of looking for something to do in God's word, just look for something to believe.

That's what Jesus said to the people who were following him. He said only believe. He's done the work; we just have to believe that's our job. So here are 5 things to believe that will change your life and these are the things that Levi shared that I'll share with you. I think one other part is that I'm going to phrase them for you the way Levi phrased them for us. These are things that you can declare out loud and I encourage you to do so. God set things up in his infinite wisdom so that the kingdom is fueled by declarations, things that are spoken out loud.

God spoke the Universe into existence and the scripture says that man does not live by bread alone, but by every word that proceeds out of the mouth of God. So we don't live by bread, by food, but we live by the word of God. Who is the word? Jesus! What did John, the Apostle write? *'In the beginning was the word and the word was with God and the word was God.'* The word we're talking about is Jesus and we know from his own lips that we live by every word that proceeds from the mouth of God.

So taking scriptural truths and stating them out loud is powerful, because just like our Father in Heaven, who creates through speech, we create our own reality through speech and I'm not going somewhere weird, but follow along. Isn't it true that if you walk around all day long saying, 'why do terrible things keep happening to me?' 'Why do I have the worst luck in the world?' 'Why is it always happening that people are late for their appointments with me?' 'Why does it always happen that I get stuck in traffic?' If we're constantly talking like that, looking for and expecting those kinds of things, hasn't it been your experience that that's usually what ends up happening?

I believe that's this principle of speaking things out loud, because when you do that you're empowering those things. Whatever you speak out loud you empower. Does that make sense? I hope it does. You tend to become like the things you think about all day long and what you say tends to reveal what's in your mind and what you're thinking about. So, if you transform your vocabulary and things that you say, I think it makes sense that you begin to transform the way you're thinking and thus you begin to transform the experience of life that you have.

I think God wired us that way and set up the world to work that way. So having said that I want to recommend to you that you take these 5 statements, jot them down and speak them out loud as ridiculous as it may sound, and I'm already doing this myself.

1. My prayers are powerful and effective.

Sometimes I think when we pray we're engaging in a game of wishful thinking. God I wish this is what would happen, I don't really believe it but I wish it. That's not the truth the truth is that your prayers are powerful and effective. IN the book of James 5:16 the scriptures says... *'The prayer of a righteous person has great power as it is working.'* If you're a follower of Jesus then you are a righteous person, whether you feel that way or not. The scripture also says *'You have become the righteousness of God in Christ.'*

It's not your righteousness or whether you did good today or not, it's not whether you didn't sin over the last couple of days that makes you righteous it's Jesus' righteousness given to you as a

gift. So the prayer of a righteous person is powerful as it's working and you are a righteous person, so every one of your prayers is powerful and effective.

2. I hear God's voice.

I talk in this podcast frequently about the fact that I heard something from God or the Lord spoke something to me and I frequently get asked this question. Ray, you really hear from God, God talks to you? Sometimes it's curious where people want to know how I make that happen and sometimes they think I'm a little nuts. The answer is that I do hear God's voice and yes I'm also a little nuts, but in a good way, probably not in the way you think.

You can hear God's voice too and that's Biblical. In John 10:27 it says... *'My sheep hear my voice, and I know them and they follow me.'* So you do hear his voice in various ways. Sometimes you hear God in nature, sometimes you hear him in that still small voice, sometimes you hear a strong impression in your heart and sometimes you hear a very clear dialogue in your brain that you're hearing from someone else. Sometimes you hear from other people, from God through scripture... but know that you hear God's voice. Say it out loud... I hear God's voice.

3. Today is the best day yet.

No matter what is happening to you, you can say this and it can be true because it's scriptural. There are a couple things Levi shared about this that were very powerful truths... II Corinthians 3:18 says, *'And we all with unveiled face beholding the glory of the Lord are being transformed into the same image.'* What it's saying is that now we're under the new covenant, the veil has been torn away so there's no veil between us and God. We're seeing the glory of the Lord, the goodness of God and we're being transformed into his image from one degree of glory to another, for this comes from the Lord who is the spirit.

This is saying basically that we're being transformed more and more everyday into the likeness of Jesus Christ, which means every day we're better than we were before, even if we don't feel that way or circumstances make it seem like we aren't, it's the truth that you are better every day. So, every day no matter what happens to you or in your life it's the best day yet.

In Isaiah 9:6 it's speaking of Jesus and says... *'For to us a child is born, to us a son is given and the government shall be upon his shoulder and his name shall be called 'wonderful counselor, Mighty God, Everlasting Father, Prince of Peace.'* It goes on then to say there will be no end to the increase of his government. So everyday, according to the Bible, the kingdom of God is increasing just like everyday you're being transformed. Today is the best day yet. Be excited about it.

I woke up today not feeling like this is the best day yet, but I started saying it out loud to everyone that would listen. I think I was annoying to my family. I sounded like I was trying to convince myself more so than convincing them and eventually I realized it is the best day yet, for the reason I just shared with you.

4. Belief that will change your life, that you should speak out loud... everywhere I go people encounter Jesus.

You might say gosh, that sounds out there, I don't know how that could be true. Well, let's go to the resource guide, the users manual for your life, II Corinthians 2:14 where it says... *'Thanks be to God who, in Christ, always leads us in triumph and through us spreads the fragrance of the knowledge of him everywhere.'*

I've read the book of II Corinthians many times and I don't ever remember reading this verse. When Levi shared this you could have knocked me onto the floor. It's Biblical; you can back it up with scripture.

5. If you believe it it'll change your life forever... God is madly in love with me and He's madly in love with you.

I recommend you not only speak it but speak it out loud. Here's scripture to back it up Psalm 33:18... *'Behold, the eye of the Lord is on those who fear him, on those who hope in his steadfast love.'* John 3:16-17... *'For God so loved the world that He gave his only Son that whoever believes in him shall not perish but have eternal life. For God did not send his Son into the world to condemn the world, but in order that the world might be saved.'*

God loved the world and he didn't send his Son here to condemn it, but to save it. So God is madly in love with you. Those are the 5 believes I'm encouraging you to adopt. Look, what if you said these things out loud everyday where nobody else could hear you, just you and the Lord, and you decided to believe them for a little while to see what happens. That's an experiment that I encourage you to try.

Feature Presentation

If you're still with me and I haven't already overloaded your neural circuits, let's move into the topic of today's podcast.

How does one actually do what I propose in my tagline?
How you do "live with joy, lead with passion, and prosper with purpose?"

It sounds like a ton of stuff to do and I could write a book about this, which I am doing just that. I want to share a shorter answer with you in this show that you can use today and take to the street. This answer is simple, but high-leverage. It's really just 3 steps:

- Decide
- Connect
- Pursue

Decide to live with joy– happiness is something you decide first. If you don't believe me then try this. The next time you're feeling down, depressed or not as optimally happy as you wish you might, start backtracking what you've been thinking about. Work your way backwards, figure out when the last time was that you were happy, maybe this morning, last night or yesterday. Go back to that moment and decide what it was you started thinking about and go through that.

What was the next thing... oh I thought about the argument I had with that guy. Then I got upset and said that thing to him. Then I felt like I shouldn't have said it and then I felt condemned about it. Oh, then I was grumpy with everyone and said other things to other people that weren't nice and I felt guilty about that. Oh, I see.

Maybe you watched the news and you saw some negative scary story about Ebola or some genocide somewhere and I'm not saying we should bury our heads in the sand and not be aware of the problems that exist in the world, because there are real problems we need to solve. But if we're bathing our brain constantly in this negative scary news or thoughts than we won't be happy. Happiness is a decision first.

Remember David, who wrote the Psalms? He wrote, 'I will set no vile thing before my eyes.' Maybe that's good advice.

Emotion follows motion— I wrote about this recently and this isn't a new idea, I first heard this proposed by Tony Robbins, who was sharing about how the physiology and how you use your body shows up in your emotional life. If you walk with energy and stand up straight, put your shoulders back and your head up and breathe deeply you're more likely to be happy than if you walk slumped over, shuffling with shallow breaths, your chest caved in and your head hanging down. Just the mere posture of your body changes the way you feel and if you don't believe this to be true then the next time you're feeling down go out for a good run or workout at the gym with a high impact, high exertion workout where you have to sweat for 30 minutes.

You will feel better, because that very action, that physical action of being in motion like that, releases endorphins and chemicals in your body and brain that change your mood from one of being downcast and hopeless to being joyful and hopeful. It's true and it even works if your brain is messed up. Currently, I have a problem with a few neurotransmitters that are generated in my brain called 'Parkinson's Disease', which technical means I don't manufacture as much Dopamine as I once did.

Dopamine helps you move your body and also controls your mood. So, I know from experience... I can go from having trouble moving and being in a bad mood to going through a hard workout and suddenly I feel happy, better and I'm moving smooth as you can imagine, just like the tin man with a fresh can of oil. Emotion follows motion, it's important to move to feel better.

Protect the asset— the asset being you, your physical form that you walk around inside this world in. You aren't your body but you live in your body, so it is your asset in this world. You have to make sure you get proper food, proper exercise, and most importantly, something we need to get enough of in modern society is sleep/rest. Enough sleep is 7-8 hours and I don't care what you say if you get less you're lying to yourself. You were not designed to exist on 4 hours of sleep per night. You have to get enough rest. The sleep time is when your brain and your emotional self regenerate, rebuild and reintegrate.

If you don't give your body and mind enough time to rebuild and renew itself then you will suffer consequences and it will be hard to live with joy.

So, the first path to living with joy, leading with passion and prospering with purpose is that you have to decide to live with joy.

Connect your deepest passion to what you do every day.

If you knew what your deepest passion was, what would it be? Many people will say to me, I don't really know, I don't feel like I have a passion. I'm so busy trying to make a living I don't think I have one or I don't know what it is. If you did know, what would it be? Take a guess. Make something up. Usually you can come up with an answer, but if that doesn't work for you, what did you dream about doing when you were a child?

Did you want to be an astronaut, racecar driver or jet pilot, fireman, police officer, captain of a ship? There's something about that dream that even now kindles a little fire in you, a spark of some sort. What do you do that makes you forget the clock? Is it reading, writing, doodling, taking pictures, drawing, painting or walking in nature? There's something you do that you forget the clock when you do it. This is your deepest passion and I encourage you if you aren't engaging that passion everyday whatever that is for you, find a way to do it.

I've often told the story about how I complained to my wife many years ago about how I never had time to write. She said to me, why is that so important to you? I told her I wanted to write and she said no you don't, because if you did you would be writing. Ouch! It was truth, and therefore I changed things in my life in order to get back to the deepest passion I had about writing, storytelling and communicating, and now that's what I do. That's how I make a living. It is my business.

That makes an enormous difference and then you'll find that people line up behind you to figure out how you're doing that and then you're a leader.

Do you want to know the best test of whether or not you're a leader? Look behind you. Are there people behind you? Then you're a leader, congratulations!

The next key to living with joy, leading with passion and prospering with purpose is pursuing your life's purpose. Prosperity in Biblical terms means more than just money. Money is part of it, but the Apostle John wrote, *I want you to prosper in all things and be in good health, even as your soul prospers.*

I want you to prosper in all things, which includes what? Everything... money, spirituality, relationships, joy and passion you have in your life; yes. Prospering in all things means just that. Then he has a weird thought which says be in good health. Some would say it just means to be healthy. Be spiritual. He sets the healthy part aside in its own category. Even as your soul prospers, your soul being your mind, your will and your emotions. It's different than your spirit, and we won't go too deep here, but your spirit is the part of you that lives on forever.

Your soul is your mind, your will and your emotions, so even if you aren't a religious person and don't believe in these things I talk about, I think you can agree that we have these three things (mind, will, emotions). We have a mind that we think with and do logical calculations with. We have a will, the desire to do things, the force you might call instinct and we have emotions. So you have those things and at a deep level each of us has a connection to a purpose, a reason why we believe we're here.

For some people it's their belief in their relationship with God. For others it's their relationship with their family. For others it's in the service of society. Whatever it is for you, know why you are here on the Earth and let that purpose drive your life.

The dilemma many people run into is that they begin to get to this place where they feel that their passion is in conflict with their purpose or that their passion or purpose is in conflict with the thing they feel gives them the most joy. The pieces of the puzzle begin to come together now maybe. If you're unhappy and don't seem to be hitting the mark in your life then you probably have an internal conflict with one of these three areas.

The most common that I see is people that believe their life's purpose is in conflict with their life's passion. For example, I frequently have conversations with folks who say I love business, being in business, coming up with business ideas or I've started five businesses and made millions of dollars, I just love everything about it and I'm also a follower of Jesus and I don't know how those things go together.

What they're saying to me is Jesus is their life's purpose, but their passion is business, should they be more spiritual? I believe that if you do everything as if you do it unto the Lord, as if it's dedicated to your life's purpose than it's all one thing. I run my business because I'm passionate about business, marketing, writing and all the things that go with it. I'm fueled by my purpose,

which is to connect with the Lord and bring the kingdom of God everywhere I go so that people encounter Jesus. Not everyone believes what I believe and you don't have to, I still love you and we can still be friends. I won't pound you over the head with my theology if you don't want to hear about it then just say so and listen to someone else.

My purpose and passion fit together because I recognize that God created me in a certain way with certain desires just like for you. Like, if you're a golf pro and you want to teach others how to play golf and be on the tour to make money playing golf, that's your passion that I believe God planted in you. So connect it with your purpose and how you can serve him. Be the best instructor or play the best game of golf possible.

Eric Little, the guy who they made the little about called 'Chariots of Fire', who participated in the Olympics and wouldn't run on a Sunday as part of his religious traditions and he believed he didn't run on the Sabbath. When asked about why he ran, he expressed this thought that God made him do that. He said, 'I feel God's pleasure when I run.' St. Irenaeus, one of the early fathers of the church said, 'The glory of God is a man fully alive.' You can make that a woman as well. That's a person who's connected their purpose to their passion.

That's how you do it... live with joy, lead with passion and prosper with purpose. You decide to live with joy, you connect your deepest passion in what you do everyday and you pursue your life's purpose through those avenues.

What to Do Now

The question for this week's episode is... How have you managed to live with joy, lead with passion and prosper with purpose? How has your life's passion shown up in connection with your purpose and the things that give you joy? Leave a comment at RayEdwards.com/135

Next week our episode topic will be ... Set yourself up for a lean, mean 2015

Transcripts of these podcasts are available by clicking the link in the show notes. Transcripts are provided by our friends at SuccessTranscripts.com, a great solution if you need your podcast, sermon, speech or other audio/video transcribed.

Until next time, may God continue to bless you and may He keep on doing more for you than you could ask or even possibly imagine. Why? Because it's his very nature to do it and in case you haven't heard, He's madly in love with you!