



RAY EDWARDS

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

How to Get the Ultimate Advantage in 2015

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.

I have made a very big claim. I've claimed to give you the ultimate advantage in 2015. Can I deliver? I believe so and it will become apparent to you why I have that belief. How do you gain the ultimate advantage in every area of your life, your faith, your physical and emotional life or your financial life? How do you do it? In today's episode I'll share some foundational elements and some practical advice on how to do exactly that.

A couple announcements I want to share are this. In just a few days from the time you're hearing this or that it's published, the Platform Conference in Colorado Springs will be in full swing, starting November 9th. If there are still seats available you can save \$100 when you register at PlatformConference.tv and add the promo code RAY when checking out. Yes, of course, I'm a featured speakers as well as a student at the conference. I plan to learn as much as anyone while I'm there and I hope you'll be there with us.

As I have also mentioned previously, Cliff Ravenscraft and I are hosting a special one-day event the day after the Platform Conference. This is A Day with Cliff and Ray, so if you're going to be in Colorado Springs for the Platform Conference, you should definitely consider joining us for the event and you can find out more by going to NextLevelStudio.tv. There are limited seats available, so you need to register in advance.

The applications are also piling up for the private personal mastermind group, led by me for 2015. I've really been surprised by the response to this, because we haven't really promoted it. I've just mentioned it a few casual times here on the podcast and the emails started pouring in with questions about what it'll be like and what we'll be doing. I can tell you that it'll be a small group designed to bring you into alignment with your personal destiny.

It's more about action than about information, so if what you're hoping for is a mastermind group that gives you lots of videos to watch, PDF documents to download and audio training and all that than this is not the group for you. This group is about getting things done and the criteria for membership will be precise and the investment significant. It's not exorbitant but it's also not cheap either, it's not a \$150 thing and it's not a \$50k thing. Now, if none of that scares you off and you're one of the people who have already expressed to me how you wish I would create a group like this than you should reach out to me at RayEdwards.com and put in your message that you want to talk about the mastermind group. We will get in touch and find out if we're a good fit.

Tip of the Week

I've been using and enjoying a brand new, redesigned pocket casts app. You have heard me recommend a lot of different podcast players and I've been happy with Down Cast. I use the iPhone podcast app from Apple and I've actually been happy with it. It's surprisingly good, so there's nothing wrong with that. I do love Pocket Casts which is full featured and has the all important speed control, because if you know how I listen to podcasts then you know I listen to them speeded up. It's visually beautiful as well, which is also important. It's like a Flip board for podcasts.

There's a link in the show notes. Simply go to RayEdwards.com/138 you'll find the link there. It's a minimal investment and well worth it. Right now it's my favorite podcast app.

Spiritual Foundations

This will be step one to getting the ultimate advantage in 2015. What if you could have the wisdom of God to help you make decisions in your life? I'm talking about the biggest most strategic decision in your business, down to the smallest most tactical decision in your life. What if you could have God's wisdom pouring into you so you could decide the right things to do at the right time? I believe that's entirely possible.

I have what, for some of you, might be startling proposals to make about this idea, the first of which is **wisdom**. I believe wisdom actually equals one thing very specifically. It's not about learning from experience or other people's experience. It's not about how to apply knowledge, I don't believe it's about any of that stuff. The Bible has an answer specifically to what wisdom is and I believe what the Bible teaches us is that wisdom equals the presence of God.

Before you object and say but Ray, God is omnipresent He's everywhere, He is and I would propose to you that it's scriptural to believe that He is more in some places than He is in others. Somehow He's present and can be more present, and I believe some of that mystery is wrapped up in our awareness of and sensitivity to and lack of resistance to his presence. I believe that wisdom is a single person... Jesus Christ.

I Corinthians 1:30 says *God has united you with Christ Jesus. For our benefit, God made him to be wisdom itself.* That is a bizarre statement for people to accept. I don't believe it's a metaphor. It's clear to me in reading this text in the Bible that the Apostle Paul, who wrote it, was actually saying that God made the person Jesus Christ, to be wisdom itself. We know that Christ was with God in the beginning and was God and is part of the trinity... the Father, the Son and the Holy Spirit.

He's always been wisdom, so you can look back through scripture, Proverbs especially, when it talks about wisdom it's talking about Jesus. So, whatever your need for wisdom, God has promised to grant our request for it. In James 1:5 it says, *if any of you lacks wisdom let him ask God, who gives generously to all without reproach and it will be given him/her.* It doesn't say maybe, sometimes or if the stars are aligned, it says it will be given.

I want to be absolutely clear in saying I do not believe this is poetry or figures of speech or metaphor, I believe it's the literal truth, that the person of Jesus, the presence of God within us, as believers we're told the Holy Spirit is inside us, is united with our being and part of our DNA. That is a startling reality.

Paul writes in I Corinthians 2:14-16, something that is shocking, if you really listen to the words that are being said and understand that he means exactly what he's saying. Paul is talking about spiritual matters and he says... we are talking about spiritual matters now. When we talk about

Jesus being a person, being wisdom and dwelling inside of us and that's how we get the wisdom of God, that is spiritual stuff. For those who are listening, who are not followers of Jesus and are not spiritually inclined who are not in dwelt with the Holy Spirit, it doesn't make sense to them and Paul says about that. *"The natural person does not accept the things of the spirit of God for they are folly to him. And he is not able to understand them because they are spiritually discerned. The spiritual person judges all things, but is himself to be judged by no one."* Then he quotes from the book of Isaiah.

It's crucial that you catch the distinction I'm about to share. He's quoting from Isaiah 40 where it says *"For who has understood the mind of the Lord so as to instruct him?"* Then Paul says but... in other words he's pointing out a difference between what Isaiah was talking about and the present reality. Paul says but, *we have the mind of Christ*. How is that not an incredible uplifting, empowering and encouraging concept? It's not just a concept it's a reality. If you're a believer you have to believe this, it says it in the book. We have the mind of Christ.

So having the mind of Christ we have wisdom, because Christ is wisdom itself. Tapping into that wisdom means spending more time with God in his presence, aware of his presence and I know he's everywhere. When we say come Holy Spirit, we're not saying we've been away somewhere else, because you live inside me. We're saying come to the forefront of my awareness, to the focal point of my consciousness and let me encounter you there. When we do that we gain divine, uncannily accurate and ultimately profitable and advantageous wisdom.

Feature Presentation

That's the foundation for the ultimate advantage in 2015. What more could you need other than the wisdom we were just speaking of, the wisdom of God? What more could you need to gain the ultimate advantage? Isn't that enough? Shouldn't I just leave it there? Yes and no. Just because you have access to that divine wisdom doesn't mean you're using it. Having access to something is one thing, making use of it is another.

I have a razor in my bathroom that I use to shave every day. I have access to that razor, but if I don't use the razor I will not have the benefit of having been shaven. I have access to the money in my bank account, but if I never make a withdrawal then I'm not making use of it, so it doesn't matter how much I have access too, if I'm not making use of it. So, while you have wisdom in Christ, you have the mind of Christ, you have to access it.

To that end I've given you the advice of spending more time in his presence and I believe there are other things you can do to help activate that wisdom and help bring you your ultimate advantage in 2015. By the way, when I say ultimate advantage I don't mean an advantage over people, I mean advantage over the decay, chaos and entropy that will enter your life if you let it. That is the work of our enemy the destroyer, Satan, if you can accept that.

If you can't then it's more comfortable for you to talk about entropy and the ravages of time and aging and terms that are not quite as scary.

How do you do it? I believe there are 5 C's that can help bring you your ultimate advantage and C's are a pneumonic device to help clarify what these things are for you.

1. Cultivating

We've already talked about this. Cultivating the increased awareness of and being more sensitive to the presence of God. I think I've made this point strongly enough. He is everywhere and always

available to us, the problem is we aren't always available to him. So, we must cultivate our awareness of the presence of God.

What does it mean to cultivate? In the farming metaphor it means to till the soil, plant the seed, water the seed and keep the weeds from strangling it before it grows. Doesn't that sound a lot like a story Jesus told about the parable of the sower and the condition of the soil and need for the seed to take root, and to not be choked by the weeds? You must cultivate and make the soil ready. Put yourself in a position to be ready to receive the seed that God plants within your soul and keep the weeds from strangling it so that it can grow.

2. Clarifying your purpose, your mission, your vision and your values for 2015 and beyond

These are different things by the way, because when I say these things some people hear that as one big blob of undo ability, but that's not it. Those are very separate things. You must, if you want to achieve the fullness of your potential in life, in business, relationships and your physical body, you must first understand your purpose. You were created for a purpose. What is that purpose?

We've talked about it many times on the show before so I won't go too deeply into it, I'll just say that God created you for the purpose for which He made you and you know what that is. It's to worship and connect with him.

As a sidebar, because some of you will probably be freaking out right about now, that's not because God is an egomaniac. He doesn't need us to stroke his ego and tell him how great He is. The purpose of worship isn't that it does anything for God but it does something in us. It opens us up to receive him. So you have to clarify your purpose and then your mission, like what are you specifically assigned to do while you're here on this earth? What are you supposed to do? You gain that understanding by paying attention to the wisdom that is within you and also pay attention to the desires and the ways that you were made by God.

A big clue is what makes you happy and gives you joy? I'm not talking about temporary happiness, because I can get temporarily happy eating a pumpkin scone from Starbucks, but I promise you that's not my mission on earth. That's not what I mean. When I'm communicating with you like this right now, sharing from as deep within myself as I can pull these things up. I take the bread that I'm eating, break off a piece and give it to you, I know I'm on a mission. What's your mission? Maybe it is to play the best game of basketball that is possible for you to play, because that's what you're passionate about and that's another clue as to what your mission is.

- What gives you joy?
- What do you have passion about?
- What do you gravitate towards when you're free to gravitate?
- Do you draw, write or paint?
- Do you like to get in front of CAD software and construct buildings?
- Do you take photographs?
- Do you want to build something with your hands?
- Do you want to work on an engine?

These things that you're passionate about, that you're drawn to, those are close as to what desires your Father has placed within your heart. That's your mission.

Then your vision is how you see the fulfillment of your mission unfolding and people get confused about this, because they think mission and vision are the same when they are not. The clue is in the word itself, vision means to see. So, in your mind's eye what do you see your mission looking like as it is fulfilled?

- Do you see it with you speaking from a stage to thousands of people?
- Do you see a picture of you working with children in a small group in a tiny school in a small rural town where you can help them grow up in the way that they should?
- Do you see yourself performing surgeries and saving lives?
- What picture comes to mind? Pay attention to that, because it's not accidental that you had that vision it's on purpose.

Finally, what are your values? I'm not talking about moral laws I'm talking about what the word literally means. What do you believe has more inherent worth in your life than other things? You might value relationships. You might value honor. You might value integrity. You might value industry and work ethic or you might value love. You probably value all these things, but you value them at different levels and it's useful to identify what the values are that are the most important to you.

I have a document that I keep in my office and on my hard drive that has my goals, purpose, mission, vision and values spelled out in it. Goals come after the other things like mission, vision, purpose, and values. After comes the calendar where you put the goals, because they aren't really goals until they're on a calendar they're just wishful thinking until you put them on a calendar. Once you have them on the calendar you develop your tasks. What do I have to do each day to move closer to my goal?

3. Commitment

Commitments to acting with integrity in each moment at the point of choice and that might sound vague, but I'm being very purposeful in my language. If one of your values is peak physical condition, then eating a pumpkin scone from Starbucks is inconsistent with your values. This is something I've been discovering anew over the past few months as I've peeled off a lot of pounds and inches, and frankly I have a long way to go, but I'm enjoying the process and I'm learning how to develop the integrity muscle in the moment and living consistently with my values.

One of my values is peak physical condition, which may mean something different for you than it means for someone else. If you are a 68-year old woman with diabetes than peak physical condition for you is going to be different than it would be for an 18-year old triathlete. Although, on Facebook yesterday I did see an 80-year old grandmother doing gymnastics. It was astonishing. So nothing is impossible.

You have to determine what your values are and what order they come in. I would suggest to you that you can really only focus on a few core values. You may focus on many things, but focusing on a few core values will get you further faster.

As you look at every decision you're faced with during the day, you have to be able to parse, process or decide if what I'm about to do consistent with my values, contributing to the accomplishment of my mission and vision and in total alignment with my purpose? As you develop more awareness of the purpose, mission, vision and values, the acting with integrity in the moment becomes automatic. It's a muscle and you have to develop the muscle memory to make that happen.

4. Communicating

Communicating powerfully, with intention, consciousness, love and transparency in a way that honors everybody involved. Most people engage in very unclear communication, very manipulative, controlling, emotion-based and reaction-based and in fact, most people communicate like robots. Think about it as you go throughout your day. Maybe you wake up in the morning and if you live with somebody else there are probably things you say to each other almost every morning without fail.

How are you doing?
How did you sleep?
What do you have going on today?
How are you feeling?
I'll see you later.

You say the same things and they say the same things back. In fact, this kind of robotic behavior is what leads to a lot of relationship problems for people, because you get to a point if you have that kind of relationship where you're thinking, I say this and this is where she says that and blah... so you have to work to not be robotic and it's not in just your personal relationships it's in all relationships. When you go to the office what do people say to you? Hey, how are you doing today? I'm fine, great or worse, hanging in there, getting by, oh you know grinding through. Be careful what you say because your subconscious mind or soul hears that and believes it.

By the way, one thing to consider, the less robotic you think you are the more robotic you probably really are. The less automatic you think your behavior is the more of a robot you are. Test it out, don't just accept it because I said it, but test it out and see if that's true for you.

Now, once you get out of robotic communication, and it doesn't even have to be a conversation it can be how you communicate with people in traffic. They do a certain behavior and you do a certain gesture. What if you intentionally chose the things you say and do as you communicate with other people? We communicate with words, expressions on our face and the way we pay attention to people. I saw a cartoon on Facebook that was funny and also made me sad because it's very true. A man and a woman were sitting across from one another at a restaurant table. The man is looking at his iPhone or Android and the woman says something like, could you do me a favor? Could you tape that to my forehead so that I at least feel like you're looking at me when you're talking to me?

That's communication, when you're paying more attention to your smart phone, your texts, Facebook updates, etc. than the person you're with. That's communication. So become intentional with your communication and become loving with your communication. Ask yourself, is how I'm communicating right now communicating love or something else? If it's something else than stop it! Communicate transparently. Transparency isn't an excuse to hurt people. It's not a license to be inconsiderate and mean spirited, but we owe it to people to tell them the truth.

If a young copywriter comes to me with copy and says Ray, what do you think of this? When I look at the copy, read it and inside I think ooh this is terrible, it's not good copy but I don't want to discourage them. I say out loud, this really is good and shows promise, you should keep at it and I hand it back to them. I've made them feel good in the moment but long-term I've hurt them because I didn't tell them the truth. You might say but you'd hurt them if you told them it was terrible. Perhaps, but I'm serving them at a deeper level if I say, I can see you've put a lot of effort into this but it's not going to work well. It's not very good, and let me show you why so I can help make it better.

That will serve that person much more deeply and with more love than lying to them, whereas, I see this happen all the time. I've done it myself and I occasionally still do it. I'm a work in progress. I'm being sanctified. So, I'm being transformed as the Apostle Paul says, by the renewing of my mind. So occasionally I have to be reminded hey Rey, you didn't communicate that with transparency and love and here's the most important part. Communicate in a way that honors all involved. **No communication should be made at the expense of someone else.**

That may be worth jotting down.

5. Community that is intentionally created

That means not just settling for who you've been thrown together with by circumstance, and this makes sense if you've been following the other points that I just made. You may need to make some new choices in your peer group, the people you're exposed to everyday. Community intentionally created, what I recommend you do is become part of a community that is focused on mutual improvement and assistants.

I'm talking about a mastermind group, a high quality group and by the way, a mastermind doesn't mean a group of people I get together with so we can complain about how bad things are. That would be a gossip group. If you're interested you can still inquire about the possibility of joining my guided mastermind that I talked about earlier. If you want to form your own mastermind group, I highly recommend Dan Miller's product on forming your own mastermind group called 'The Ultimate Advantage; How to Create Your Mastermind Group'. If you go to the show notes you'll find a link there, RayEdwards.com/138.

So those are the 5 C's that will help you bring your ultimate advantage to the forefront in 2015.

What to Do Now

The question for this week's episode is... How do you think the 5 C's could impact your life in 2015 if you, in fact, apply them?

I'd like to challenge you to do that very thing. I welcome your comments for this episode, go to RayEdwards.com/138.

Next week our episode topic will be Seven Reasons You Should Write a Book

Until then may God continue to bless you and make you more aware of his presence, and may He do crazy good stuff for you. Peace to your house.

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