



# RAY EDWARDS

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

## Seven Trends to Watch for 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.

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Greetings world changers, believers, entrepreneurs, people who are too busy changing the world to be discouraged by those who are trying to tell you it can't be done. You are my people. So as we begin a New Year, it is popular for many bloggers and podcasters to make predictions about what is to come in the New Year. I mean here we are. This podcast is being released on the very last day of 2014, so this would be the natural time to make a prediction.

I prefer not making predictions, unless I feel inspired to do so. But I will point out in this episode, seven crucial trends to watch for in 2015. I believe these trends represent some fundamental shifts in the way business is done both online and offline and the way you will continue to build your own platform in the New Year, so hang on for that. Here are some other reasons to keep listening to this episode, by the way.

First of all, I will reveal one of the apps that I'm using to help me meet my financial goals in 2015. I think you're going to love this little app. It's cool, it's free and it's very powerful. Plus, we'll tackle the question... If God is always good, Ray, the way you say He is, why do bad things happen to good people? In other words, why am I knee deep in dung? I'll also share how you can get a plug or a mention or even an appearance on this show. That is all coming up on today's episode of the Ray Edwards Show.

Couple of announcements – Our Regency Mastermind round one membership filled up so fast. I didn't get to talk to you about this before the holiday because I got so busy, but we filled it up like boom, like that, so stay tuned for news about opening up round two. If you want personal mentoring from me in the year 2015, you'll still have an opportunity to get it. It is limited, we're doing it in stages and this will be stage two. It's coming up soon, so be listening for that.

Plus, due to overwhelming feedback from people who said hey, I love the idea of Regency Mastermind but I cannot afford to pay you \$1,000 a month, I understand. So we've decided that we're working on a plan for a group mentoring plan. It's not one-on-one mentoring like it is in the Regency Group. It's not that close personal contact. But, it's still contact with me and direct input from me in a group mentoring plan for newbies, beginners, people who are just getting started who need some direction and some integration of all the different stuff they're hearing about from different sources online about how to build a business.

This will be a community that should be affordable for almost anybody. More news coming about this very, very soon, so be listening for it.

Finally, I've decided to open up the Insider Only invitation to our upcoming event Permission to Prosper, which is our live event we're doing in San Diego, California, February 20, 21 and 22. I'm opening it to podcast listeners and subscribers also because, after all, you are Insiders too, right?

Of course you are, so there's a link in the show notes. If you go to [RayEdwards.com/146](http://RayEdwards.com/146) there is a link to the Permission to Prosper page where you can register and learn all the details about it.

This is ultimately going to cost a retail ticket price of \$1,997, but you can get it for \$97. So check that out at the link in the show notes and click the Permission to Prosper link to get all the information you need about that particular event.

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## **Success Stories**

Here's what this section of the show is all about. I'm looking to share success stories, your success stories and your good news. So if you've got a business triumph, a spiritual victory, a story of God's miraculous intervention into your life or into your business, I want to hear about it and I want to share it with our listeners so they can be encouraged, uplifted, inspired and have their faith increased by it.

There's a link in the show note that says 'Click this link to record a voicemail about your success story or your testimony'. Do that. Go to [RayEdwards.com/146](http://RayEdwards.com/146) and click the link to leave your voicemail, your recording about your success story or your testimony.

This week's success story comes from Danna Demetre, who is a remarkable lady. She has a website that you can find at [DannaDemetre.com](http://DannaDemetre.com). She'll tell you more about that, but she's in the business of transforming lives, body, soul and spirit. So without further ado, I want to introduce you to Danna.

**Ray:** You didn't start out as Danna Demetre transformer of lives, bodies, souls and spirit, how did you start out?

**Danna:** Well Ray, I started out as a pretty broken young woman, quite honestly, in my teens. I grew up in this great family, they didn't have faith, but they just were loving and giving. Like so many young girls, at about 13 years old I looked at all my friends and I looked at myself and I said those words that young girls and even young men are saying these days – I'm fat.

I really struggled for so many years as a young woman and seeing myself inaccurately. Because I thought I wasn't good enough, I started trying all these crazy diets. I really wasn't fat I was very average, but I ended up gaining weight and actually developing an eating disorder because of this compulsion, I guess, to think I wasn't going to be good enough unless I was thin and pretty.

In those many years of struggling with an eating disorder and getting fatter all the while, I became a nurse. So, ironically, I'm doing incredibly destructive things to my body and yet pursuing a health profession. It was many years later, after I was married and before I had children, that I came to have a faith, a strong faith in Jesus Christ and started to realize what it meant to have a renewed mind.

The long and short of the story is, over a course of many years I learned how to become transformed, overcome my eating issues, overcome the weight issues, but then just had such a passion to help people out of that area. Ultimately, it became a speaking and a writing business and now I coach women all over the U.S. and Canada. Mostly women, the principles are appropriate for men and women and so that's what I'm doing today. I'm a full-time speaker, writer and life mentor.

**Ray:** I want to back up just a couple of paragraphs and start with where you found your faith in Jesus Christ and then you began to transform. I know that many of my listeners have been through that experience of finding their faith in the Lord and yet they're still not transformed and I think many feel disappointed. They feel like well, what happened? I thought my life was supposed to be perfect now.

**Danna:** Great question and great comments. It's true, sometimes we interpret maybe the Gospel to be come to Jesus and your life is perfect. Certainly, that's not the way it is, but I will say it wasn't an immediate transformation. When I came to faith, I had the tools available to me to find truth, of course, in the Word of God and in the fellowship of people that had some maturity in their faith.

Interestingly, Ray, one of the first Scriptures that the Lord gave me just fed my really thirsty soul. It was from II Timothy 1:7, which says, "For God has not given us a spirit of fear, but of power and love and a sound mind." You see, one of the things that drew me to faith where I was just desperately seeking is because as a result of all my unhealthy living, taking amphetamines, dieting and bulimia, I had started to have unrelenting panic attacks to the extent I literally thought I was losing my mind and a couple times I thought I was dying.

So when I came to faith and God gave me that Scripture, I found it, obviously, because I was studying the Word of God, but it was like wow. This is truth and I started to say that Scripture. Every single time I started to have a panic attack, I just ran to that Scripture and this is where the transformation comes is when we can identify some of the lies we believe and replace them with truth and, of course, the Word of God is living, active and powerful.

I didn't know what I was doing. I didn't know about renewing your mind and taking your thoughts captive and so many of the things that today I teach to help people find transformation, it's just that the Holy Spirit led me and I experienced it organically with God just leading me along and looked back years later and thought, what happened, how was I transformed? It was because I was applying God's Word to my life day after day. The transformation was slow. God doesn't seem to offer very often quick fixes, but He can do anything He wants to do. I hope that answers your question. So the transformation came in applying the truth to my life every single day.

**Ray:** Yes, yes. You know, I have a teacher that I respect a lot who says it this way, he says, sometimes we pray for an oak tree and every now and then God just gives us an oak tree instantly, but so often what He gives us is an acorn and we have to steward the acorn until it becomes the oak tree we're looking for.

**Danna:** Absolutely. That has been the story of my life, watering the acorn and applying the fertilizer.

**Ray:** So many people I work with and who listen to this show want to build a business out of their passion, their expertise, their knowledge and their wisdom and you've certainly done that. I think what happens, Danna, is a lot of times people will look at me or they'll look at you or somebody else like a Michael Hyatt or Dan Miller and think, well gosh, they've just got their act totally together. Everything is perfect, they've got it all figured out.

Sandi Krakowski, I don't know if you know her, but she's very successful and I'm sure people look at her outwardly and think, her life is perfect. They look at Danna and think, her life is perfect. So let me ask, is it perfect? Are you totally successful?

**Danna:** Absolutely not, I am a work in progress. That's my favorite thing to say. When I stand in front of an audience and they introduce you, I get on the stage and think, I am a work in progress, first and foremost; we all are.

I think one of the things to say about building a platform to build a business on and this is very much true since a lot of what I do, not exclusively, but a lot of what I do is help people lose weight and transform their habits permanently. I don't do diets and all that kind of thing, but what I find is a lot of people, for example, will lose weight and then write a book about losing weight. They'll have this little nugget and then think they're experts.

I think one of the cautions is that we can certainly be growing something in process. When I first starting teaching lifestyle change I was much like the Jeff Walker approach, you know, create it as you go, but I had the background of having experienced some true transformation myself. I believe we need to walk our talk, I guess is what I'm trying to say, Ray, in this area of building a business.

**Ray:** Yes, and be transparent and honest about where we really are, I think people appreciate that.

**Danna:** Absolutely. We're not perfect and we are still having our own area of challenge, but we are guides to a degree in helping people along the path that haven't come as far as we have. It's a wonderful opportunity to make a difference in people's lives.

**Ray:** I want to go back to talking about the actual transformation that you went through. As we come toward the end of the year, when this airs the previous week I will have done an episode about depression because people at this time of year, more often than other times of the year, often experience depression and anxiety.

### **Where do you think that comes from?**

**Danna:** Well, the short of any actual brain chemistry, I think it does come from our perspective. I mean where are we looking, where are we seeking kind of our plum line. When we look inward and kind of overanalyze our situation and not look upward and outward, I think we can then compare and look back, get stuck in the past or spending too much time and energy focusing on what we don't have.

So I think from a psychology, emotional, spiritual standpoint, it's about not looking up. It's hard to not have hope when we look at the God who brought us hope and yet it's not to say we have to deny some of the pain of everyday living. We have loss and we have heartbreak, tragedy and challenges, for sure.

**Ray:** So as we look at the year that's before us, a brand new year, lots of people are going to make resolutions.

### **How do you feel about that?**

**Danna:** I think goal setting is really important, I think it needs to be a process. I know you and I both really count Michael Hyatt as an amazing virtual coach who can really help people in the area of goal setting and, like you, I'm going through his Best Year Ever program because even though I'm a life coach and I have what I think are a lot of great strategies and answers we all have to do the work.

I think looking forward to the future is a great way to step away from maybe the depression and the negativity and really go through a process where we can submit to God what our plans are, ask for His wisdom and His guidance and then look forward in hope.

**Ray:** You coach women and you said not just women, but also men who have these challenges specifically in the area of weight, but it's not just about weight and those issues, is it?

**Danna:** No, it's really about lifestyle change. I would say I am more of a coach that helps people change habits than a pure nutritionist. I do have a background as a registered nurse and I've got a lot of knowledge about nutrition, but I'm more of change agent helping people realize what makes lasting change. So often people know what to do, they just don't know to get themselves to do it and that's where I think my area of expertise comes in.

**Ray:** Well, I think you're absolutely right about that. Dave Ramsey talks about finances and he says that it's not about knowing the interest rates, which credit cards are the best, knowing all the math and how to do a perfect budget. He says only 20% of it is about the knowledge you have in your head and 80% of it is the psychology and what's going on in your heart, your emotions and your habits. So talk to me about how you help people change habits.

**How do I do that? If I've got a bad habit that's not serving me, how do I go about changing it?**

**Danna:** Well, I actually focus on four key habits and the number one habit if we only had a moment to talk about one thing and the one thing I tell people even in this whole area of setting goals for the New Year is what I call the You Are What You Think Habit. It's really the habit of truly being transformed by the renewing of your mind and what that means.

I mean we all know, it's no brand new news that we are what we think, that the thoughts that dominate our lives tend to drive. They drive our emotions. They drive our behaviors. They're what set us into automatic pilot. So if we keep hitting the same speed bump in life and it doesn't matter if it's weight loss or inability to budget our money or we can't get along with somebody, if we just keep hitting that same speed bump we need to look at wait. What is driving this? What is my behavior and my thoughts? What is actually driving this continual action that I'm talking that's negative? So if we look at our thought patterns.

I tell people, start to identify some of your negative thoughts and one of the easiest ways to do that is, I think, by following the trail of persistent negative emotions. What I mean by that is if you're continually angry, if you're continually feeling insecure, or feeling I'm not good enough, I can't accomplish anything, whatever that is, what is that saying?

You're telling yourself over and over these lies and we have to change that internal dialogue. We've got to embrace the truth, but it's not like we say it three times, turn around and magically we've been transformed. The brain responds to dominant thoughts and, literally, on a physiological basis the way God designed our brains we have to rewire our brains.

Neuron pathways literally change and then you've got the layer if you are a follower of Jesus Christ, if you do know that the Bible is living and active, you've got that whole other layer of transformation that can deal with this whole You Are What You Think habit. That's what changed my life, Ray. I mean, literally, that transformation from a woman that was bulimic and living in five years of unrelenting panic attacks. It was renewing my mind that made all the difference.

**Ray:** Wow! So how does somebody get started down this road of transforming? I know you've got resources on your website. In fact, I was looking at your website before we got on the interview and I realized you've got so much stuff that you offer I'm not sure where I would tell somebody to start if they were looking for help in these areas. They hear your voice and feel like Danna sounds like she's got an answer that might serve me.

#### **How would they start with you?**

**Danna:** Well, first and foremost, I have free podcasts on a variety of subjects, a lot of them on this subject. If they go back and look at the archives, I actually, in detail, talk about these four habits we're talking about today and the You Are What You Think habit. So there, for sure, there are just lots and lots of free resources. In my store all of my books are listed, CDs and DVDs.

Really, I think, the core of my teaching, Ray, has always been in this area of transforming our thoughts through truth and so everything I write about that thread is in there because it's just so important to me. It's what I believe God has laid on my heart as kind of my main message to the world.

**Ray:** Okay. I know we don't have nearly enough time to go into everything.

**Danna:** You want me to give you a real basic, just a couple steps for people that want to grab some thoughts?

**Ray:** Yes.

**Danna:** Okay.

**Ray:** Would you?

**Danna:** Yes, I would. This is what I say to people. I want you to become so aware of how you're talking to yourself. The moment you start to go ooh, I can't do that, I'm going to fail again or there I go again, I want you to just call it out. I want you to go that's a lie. Call it out verbally. That's a lie and then what I want you to do is replace that lie with truth.

Let's just use the simple example of losing weight. Somebody says to me, I can't stop eating. I can't say no to chocolate. What I want you to say the minute you hear yourself saying that and if you're in the grocery store you might say it to yourself quietly so that

people don't think you're crazy, but you're going to go that's a lie. I am in control of my food choices.

I mean I've never seen a cookie jump in someone's mouth, so you are in control. So you're calling it out, you're replacing it with the truth. I am in control of my choices and you can layer that with Scripture and things. In I Corinthians 10:13 we're told, "No temptation has overtaken us" and it goes on to tell us the truth.

Here's the key though, Ray, we've got to repeat. Know what the lie is, replace that lie with truth and then it is simply repetition. There is no way our mind changes just by saying something once or twice. You've probably heard the cliché practice makes perfect, but the truth is practice makes permanent and we can permanently make things negative or really work to our advantage.

I mean I've been coaching for years, but just this last year doing a lot more one-on-one coaching with women over the phone and they're starting to get it. They're like, oh, my gosh, I'm just not saying that anymore. I'm not letting myself say it. So, we're kind of squashing, we're intentionally taking our thoughts captive and then repeating the truth.

It sounds so simple and the truth is it is so simple, but it does take time. Some of those groves in our brain, those neuron pathways are so well nourished that we need to start starving the lies and there's a lot of great science and physiology behind this, of course.

**Ray:** Well, most of us have spent decades reinforcing these lies and so we're not going to overcome them overnight.

**Danna:** Exactly. I do a lot of healthy self-talk CDs, I use a lot of Scripture and I tell people my CDs, there's nothing super anointed about them. I try to create tracks that I believe are appropriate for almost everybody, but we have to be the steward of our own mind. These are just amazing principles, they've been taught, obviously, from a spiritual perspective because this is how God designed our brains, we have people like Tony Robbins that have been talking about them for years, it is because this is how God designed us.

We believe what we tell ourselves most often, but we are the stewards of those minds and those minds, oh, my gosh. We have so much ability to literally transform and I just want everybody to know it. Don't give up. This is one simple step and yet it's a step that does take time and you can't shortcut it.

**Ray:** Well, it's important. I sometimes encounter folks who will say, I don't know. It sounds kind of spooky. Is it Biblical? I always point to Romans Chapter 12 where Paul writes and says, be transformed by the renewing of your mind. He doesn't say by the renewing of your spirit or of your soul, he says your mind, which is the way we're thinking. That's what we're talking about. We're not talking about some kind of new age, weird, metaphysical thing. It just, as you said, how we're designed to operate.

**Danna:** Absolutely, that's exactly right. Then he goes on to say, and then you will know the Will of God, His good, pleasing and perfect Will. When we are renewed with truth, I mean this is the thing, we can brainwash ourselves into anything, but we want to brainwash ourselves with truth and truth then transforms us and moves us down the path that God wants us to be on.

So, it's Biblical, it's powerful, I have experienced it in many areas of my life and it's freeing. It's freedom. Whether you're changing some thoughts related to your success in your business or in changing your body or coming out of debt, we have to grasp that truth and believe it. It's not new age airy-fairy, it is applying it as well. But the thoughts drive the behavior and the emotions and that becomes a new normal which is really exciting.

**Ray:** Absolutely. One of the keys of what you just said, I think, is we're responsible for washing our own brain.

**Danna:** Yes, we are.

**Ray:** All right, I want to give folks kind of a track to run on here. We're starting a new year and I know what's happening for a lot of us. I'm doing this and you're going through Michael's program and so are a lot of other people. People are using other systems and methods for setting goals and making resolutions and we often, maybe it's just me, but I think not, I think it's more than just me, set goals and make resolutions in all kinds of different areas.

In a way, we're setting ourselves up to run into some challenges when we've got a goal, a resolution or a target we're aiming at in terms of weight, habit control, relationships, money, organization and cleanliness, all these different areas. I'm asking for the miraculous here, **do you have a word of wisdom that would help us not set ourselves up to feel like total failures in less than 30 days?**

**Danna:** I do have a word. One of the things is something I call the Misery Factor and it's the difference between reality and expectation, so if our expectations are out of sync with reality. For example, I'm never going to overspend again. I'm never going to eat another cookie again. If we set it so unrealistic then, chances are, we're going to fall short and our misery will be great because the distance between expectation and reality can result in misery. Rather, if we set realistic expectations and break our goals up into little pieces and say, what can I do today?

This is one of the philosophies I've been teaching for so long, Ray, is small steps. Small steps taken consistently add up in big ways. I use the example sometimes of if you ate an extra two little breath mints a day, more than you normally eat for the next 20 years, you could gain 25 pounds.

**Ray:** Whoa!

**Danna:** But the reverse is true, as well, so it's these little things that incrementally add up. I know Dave Ramsey teaches this on the money standpoint. So in setting goals don't do this all or nothing black or white approach to it, we just don't change that way. Most of us are not wired to on December 31<sup>st</sup> be doing one thing and January 1<sup>st</sup> being perfect. So that's my best piece of advice, don't expect perfection. It's not not to aim high, but don't aim unrealistically. Be kind to yourself, give yourself time to make these changes so you don't give up and quit.

**Ray:** That's good wisdom and kind wisdom, also.

**Danna:** Yeah, we need to be kind to ourselves. You know, God gives us a lot more grace than we give ourselves. I talk to women all the time that are feeling guilty all the time. I feel so



bad. I didn't do anything since the last time I talked to you. I said, stop, stop, that's not doing you any good. Let's talk about what you can do.

**Ray:** Yes, yes. I love it. Well, the Bible says there is no condemnation for those who are in Christ.

**Danna:** That's right.

**Ray:** That releases us from that need to feel guilty and condemn ourselves. Okay, how do people follow up with you? I know I'm going to get emails and messages and people are going to say, how do I get in touch with Danna?

**How do they do that?**

**Danna:** The easiest way to find me on the Internet is my website at [DannaDemetre.com](http://DannaDemetre.com). As I said, lots of free resources there, Ray, podcasts, videos and, of course, my books and all that good stuff. People can always email me. I'm really good. It might take me a while, but I respond to every email, so it's just [danna@dannademetre.com](mailto:danna@dannademetre.com).

**Ray:** Thank you so much.

**Danna:** It's my pleasure. Thank you for having me on your show, I love it so much.

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### **Tip of the Week**

I promised that I would tell you about this app I'm using to achieve some pretty huge financial goals in 2015. One of the main tools that I'm using for course corrections and double checking my progress financially is this free app called Personal Capital. Now, using this app I can see what's happening with all my bank accounts at a glance and I can see an instant up-to-date calculation of my net worth and it's accurate to the penny. It's brilliant, brilliant I tell you!

According to their website, Personal Capital provides "Award-winning tools that provide an in-depth view of your finances and help you eliminate excessive fees. Plus, our advanced analytics and expert advisers are on hand to give you a personalized investment strategy so you and your money can have a little fun of your own."

Now, what I love about this service is it is absolutely free and unlike other services they're not angling just to sell you something in particular. They want to give you investment advice, but they're going to wait until your investment portfolio grows to a certain size. They're not going to push products on you; they're going to offer you investment advice as a service. In the meantime, they're helping you get rid of excessive fees for your credit cards, investment accounts, cash accounts, brokerage accounts, etc.

I love this service and what I love about it is the instant snapshot of your finances it gives you. So sign up for it, it's absolutely free. I have no vested interest in you doing this at all. It's a free app, it's called Personal Capital and there's a link in the show notes, just go to [RayEdwards.com/146](http://RayEdwards.com/146) to find your link to Personal Capital. You will love it!

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### **Spiritual Foundations**

So Ray, the question goes when it's posed to me and it's posed often, if you think God is so good and He's always looking for our best interests, why do bad things happen, why do they happen to people who follow Christ? What's going on? Why aren't we protected? Why aren't we blessed? Why aren't we prospering? Well, my real answer to you is, I believe you are, whether you're aware of it or not.

But this whole question, let's back up a step and let's acknowledge that bad things, unpleasant things, even horrible things, do happen to those who are following God, so why? It's not a new question. It's been dealt with by many great theologians and I don't count myself as one of those, but I do know this. We really have one basic decision to make in this area, is God good and can He be trusted. It really is a decision. If you're looking for a mathematical formula to prove it one way or the other, I predict you are going to be disappointed.

Personally, after I decided to settle this question in my heart once and for all, after I decided that God is always good and I can and must trust Him, everything else became very clear to me. Even the times that I'm puzzled and I don't understand and perhaps I'm suffering, even those became more clear to me because I do have an ultimate answer and that answer is I trust God. He's always good and I trust Him. I trust Him, even when it's hard and sometimes it's hard.

Is it okay if I'm just real with you and tell you that sometimes it's hard to do? Even the subject of mystery sometimes is hard to understand, but we are invited into and led into and, in fact, required to enter into times of mystery where we just don't know the answer. That's why it's called the faith and not the certainty.

So here are three explanations that might help us understand why bad things to God's people or how we should think about it.

### **1. This is not heaven**

We live in a fallen world. The influence of the enemy still creates chaos and attempts to unravel the things which God has woven into place. Now, the victory has been won by Jesus on the Cross. He has won the victory, but we live in an era when that victory is slowly but implacably being enforced by us, God's chosen kingdom of priests, so that His glory may be known throughout the entire world. That's a process. It takes time. To us it seems like a long time, to Him it's a snapshot. It's a blink of an eye. It's a moment in eternity. But this is not the end, we are not home yet.

### **2. We cannot see the whole picture**

Put another way, we simply don't know everything. We're not God. It's possible that if we did know everything, in fact, I think it's probable, it's likely, it's almost certain that if we did know everything many things would be viewed as injustices. That right now we think, this is unjust, this is wrong or it's the failure of God to keep His promises or where is the retribution that is required on my part, the revenge on the enemy for what he's done to me, my family, my loved ones to the innocents. Where is the justice for that?

We would actually see that it's not injustice, that it's not a failure of God to keep His promise, it's just the opposite. We just can't see all the pieces in motion. Think of it this way. This may be oversimplifying things, but think of it this way. Your child, when young, may not understand why you are forcing them to undergo a painful, traumatic and frightening medical procedure. You, on the other hand, know that it's necessary for the doctor to remove the child's appendix so that they

might live and not die as a result of the very poison that threatens to flood their system if that appendix is not removed.

It's a crude example, but maybe it illustrates a possible way of looking at why bad things may be happening to good people.

### **3. In the Book of Romans 8:38, we are assured that God makes all things work for the good of those who love Him and who are called according to His purposes**

If you are a follower of Christ, that includes you most definitely. Please note that it doesn't mean that God is directly causative in whatever evil may befall you. He didn't send something evil on you so that He might turn it to the good, but He can, will and does turn what was intended for evil against you to ultimately prove to be good for you. In the end, He will turn it to good. He will transform it. He will redeem that experience that you're going through.

Now, I understand that all three of these answers may feel empty in the face of a devastating problem, such as a broken marriage, a cancer diagnosis, the sudden unexpected death of a child or a parent or someone you love or some other brutal and horrible experience that you may be undergoing right now. I understand that this all may ring hollow in your ears right now, it is in these places that we're talking about, that the importance of the decision I mentioned earlier becomes obvious.

Now, if you're in the middle of one of these situations right now I want you to hear this first. God can meet you there and provide you with the face, the grace and the strength to endure what must be endured. He can. He will. Remember, that doesn't mean it will be anguish free. Even the Lord Jesus in the Garden of Gethsemane suffered anguish at what lay before Him, but He trusted God and knew that the Father is always good. That's a decision that had already been settled for Jesus.

So, if you haven't yet entered into one of these dark seasons in your life, let me just urge you, implore you, encourage you that the time to make the decision that God is always good, that He can be trusted and that He does always work all things for our good, the time to decide to believe that is before the crisis occurs. The time to exercise the faith and build that faith muscle for that belief that you may need in a moment of crisis is before you desperately need it. It's a lot harder if you need to be suddenly physically strong tomorrow, to run out to the gym and work hard enough to be physically stronger tomorrow. It's something you need to work on every day, constantly, over time.

So I encourage you now to make the decision that God is always good, that He can always be trusted and to build and exercise that faith every single day because there may come a day when you'll be thankful that you put in that work to build that muscle.

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### **Feature Presentation - Seven Trends to Watch for in 2015**

Look, there are trends to watch for in 2015. I'm not making predictions, but I'm telling you that there are trends that are already in motion and some of them may not seem new to you because none of them are new. They are progressively in play already, but I believe they will be even more important in the year to come.

Don't assume you know everything. Don't make the mistake of letting what you know get in the way of what you need to learn. That can wreck your future. For example, I always tell people that classic copywriting formulas will always work and I've had lots of experience as a professional

copywriter who's written for some very famous people and helped to develop their marketing campaigns and programs. I've seen it in play. Human psychology does not change, it stays the same. It was wired one way and it stays that way.

At the base of that statement, the statement that human psychology does not change, there's deep truth. However, it can also be misleading. If you assume, for instance, that old-fashioned headline templates will work as well today as they once did, you're in for a rude awakening. If you believe that the old school, hardcore, hard sell, carnival-barker style of writing sales copy still works as well as it did even a year ago, you are definitely in for a rude awakening. While these psychological principles that cause people to be persuaded to action have not changed, the way in which we employ those principles definitely has.

As I've discovered through my own business and through working with clients on their businesses, there is a new elegance required to writing powerful, persuasive copy that is a reality that was not a requirement three years ago. This is just one example of a new trend that does not cancel out a time-tested principle, but does in fact require a reinterpretation of that principle through a fresh lens. You'll be much better prepared for doing business in 2015, for getting your message out to the world in 2015, for changing the world if you keep the following seven landscape-changing trends in mind. Ignore them at your peril.

So okay, Ray, enough build up, what are the seven trends to watch for in 2015? For crying out loud, tell me what they are!

### **1. The continued rise of high-quality video for the purposes of marketing and selling**

I've got good friends who use very effectively in their marketing and you know some of the people that I'm talking about. You've seen the videos produced by Jeff Walker and by Michael Wyatt especially. The work that he's done has been tremendous in this area. He's really raised the bar for a lot of folks. You may to yourself, self, how can I possibly produce video that good. I just can't do it. I'm just going to go back to the old-fashioned sales letter. The old-fashioned sales letter still works, but not nearly as well as it used to.

I'm telling you, it's more important now to produce high-quality video for the purposes of your marketing and selling products and services than it ever has been before and it is no longer outside your ability to play this game. There are plenty of training materials available on how to make great video. You could try some of the courses that are available at [Lynda.com](http://Lynda.com), for instance. For \$25 bucks a month, you can learn all sorts of things at [Lynda.com](http://Lynda.com) through their high-quality tutorials and one of those tutorials happens to be about how to create great video using the camera you already have.

Most likely you already have the camera that you need. Your iPhone or your fancy DSLR or your fancy new little mirror less camera that you have, maybe that you got for Christmas. Those can all be used to make high quality videos. It's not really about the camera, as long as you're at least in the last 5 years up to date. It's not really about the equipment it's more about how you use the equipment. The good news is that simple, but standard lighting, shooting, audio techniques and editing simple, easy to do techniques can get you the high quality video that you need. You must be ready to take this on if you're going to hit the mark and play at the same level as the top players in your field whatever your field is. This will only continue to rise as a trend in 2015.

### **2. The meteoric explosive growth of podcasting as a marketing channel and the end of old school marketing inside podcasts**

Now podcasting has totally gone mainstream and my good friend, Cliff Ravenscraft, has had a huge part to play in this as he has been the [PodcastAnswerMan.com](http://PodcastAnswerMan.com), for years now. He's been the guy teaching other people, other leaders in the field of podcasting how to be leaders in the field. He's worked with clients like...

Dan Miller  
Michael Hyatt  
John Lee Dumas

In fact, if you look in the business category of iTunes and in other categories of iTunes and identify the top 20 podcasts, chances are, a number of them were students of Cliff Ravenscraft. And not only has Cliff helped bring this more to the mainstream as he's brought more and more thought leaders, authors, speakers and coaches into the podcasting field, but there have been other moves that have caused podcasting to come to the fore. Mike Stelzner, the creator of Social Media Examiner, the number one site on the Internet about social media news and marketing, and creator of the event where I'm privileged to be part of the speaking staff Social Media Marketing World, which you can find out more about that on my website. Look for the banner with my face on it that says, meet me at Social Media Marketing World in March 2015.

Mike started a podcast of his own for Social Media Marketing World and then, of course, everybody knows that over the last few months this American life, the NPR Show helped support a brand new podcast called 'Serial', which was all about one story followed over a series of weeks. That podcast set a new record for the short amount of time it took to achieve 5 million downloads on iTunes, incredible! That doesn't even include the downloads it got from other outlets. That's spawned a bunch of new mainstream targeted podcasts.

What this all means is podcasting is huge. It is not old fashioned. It is not going away and I believe it's one of the fastest, easiest and best ways for you to reach your audience, but now is the time, 2015, don't wait any longer. Like when Cliff offers his podcasting A-Z course again, I would encourage you to jump on board as fast as you possibly can. So if you're not on his list to find out when that happens, I would go to [PodcastAnswerMan.com](http://PodcastAnswerMan.com) and get signed up to his email list so you can find out when that course is coming up next so you can get that program and get your podcast launched and started.

The other thing that's going to happen, I believe, in podcasting is you're going to see more and more of the old school style marketing that used to take place in podcasts go away. What happened was, Internet marketers figured out hey, I could have a podcast with this new medium and I can do my same old school, pushy, salesy, carnival barker stuff on the podcast. It's like a sales letter in audio. That did work for a while, but people quickly caught on to how that felt which was slimy and that's begun to fade quickly in effectiveness and lots of people just unsubscribed in droves from those particular kinds of podcasts.

There are some fairly prominent podcasts that started out that way that have shifted and have become more user-serving, more giving, more providing of value type of podcasts in order to build the know, trust and like relationship that is necessary for a podcast to be a vehicle for selling your products and services. People have to get to know like and trust you and that happens through you giving them good, actionable, usable, valuable content first before you ever start asking them to buy things.

That's only going to continue to happen and more and more I see these Internet marketing types of guys, many of whom are my friends so I don't mean to denigrate them, but I see many come into the podcasting space even today and think, I'm going to make a million dollars overnight.

There was a promotion recently for a podcasting distribution service that talks about how podcasting is an easy way to get tens of thousands of new subscribers every month, new prospects, leads and buyers every month. That's hogwash, it doesn't work that way. But it is a great medium for getting to know your listeners, getting close to them and developing a more intimate relationship and faster than I believe is possible in any other medium right now.

So the barrier to entry to this is fairly low. I encourage you to be part of it and be part of it by doing it the right way.

### **3. The dramatically higher bar that has been set for content marketing to be successful for you and your company**

This is interesting. Just a couple years ago it was a bit of a challenge to make people understand how content marketing, giving away free valuable content in order to build the know, like and trust factor, so that you could then earn the right to offer people your products and services for sale. It was a battle to get people to believe that was even real. Suddenly, it seems like everybody's doing it and what's happened is it has caused the general level of quality of the content to actually be lower, because people are looking for the cheapest, quickest, lowest common denominator of... okay I need to do some content marketing, where can I go to get \$5 articles to put on my website for content.

Look, if you're an expert or even a top level provider of products or services and you're paying somebody \$5 at Fiverr to write your articles for your blog as your content, that won't cut it anymore. Now there are some good writers at Fiverr don't get me wrong. I've had some good experiences there, but if you are the go-to person in your field or if your company is the go-to company in your field, you're going to have to do better than buying \$5 articles wherever you get them. You have to provide a higher level of content.

The bar has been raised and it's now more necessary than ever for you to provide really outstanding, not good, content for your listeners and readers in order to have the effect that you want content marketing to have. Why? Because there's 1000 other people in your field also offering content marketing and yours has to be better than theirs. That's just the way the market works, it's always worked this way. This is nothing new. Don't get upset because it's not fair, I missed the big trend. Nothing has changed. It was this way when people first started buying newspaper ads, started doing direct mail and radio, when they first started doing banner ads on the Internet, when they started doing email marketing.

It never changes it always happens that a new medium opens up, a few gold rushers come in and do the most crude things and make a lot of money and then everyone else follows and discover it's harder because they're not the only one doing it, so they have to be better than everyone else. Don't worry about that, embrace it.

### **4. A major shift away from home brew website solutions and the shifts towards turnkey systems**

This one actually, I'm embarrassed to admit, I really only caught onto this in this past year (2014), but a lot of folks have known about it for quite a while, so I want to be clear that I don't think I've discovered some amazing new thing, I've just been a little slow on the uptake on this one. I have been building my websites using WordPress and self-hosted WordPress solutions for a long time now, so I think that this is how it's done. Of course, that's a mistaken way of thinking. Remember I said earlier in the show in a statement, which was as much a lesson for me as it is for you and

that is, ‘Don’t make the mistake of letting what you know get in the way of what you need to learn.’

What I needed to learn was that a lot of people don’t want to build a WordPress website, they want a turnkey system. Are there good turnkey systems out there? The answer turns out to be yes, there are. Two that would be at the top of my list if I was looking for a turnkey website, if I were you, would be...

- [SquareSpace.com](https://www.squareSPACE.com)
- Rainmaker Platform created by Copy Blogger Media

I’m currently experimenting with the new rainmaker platform. I have been experimenting with Square Space behind the scenes and I like them both, they’re both very powerful. I feel that for our kind of business, our kind of idea, entrepreneurship business, that the new Rainmaker is the better choice of the two platforms if you want to go with a turnkey solution. Let me be clear about something else as well. Even the “turnkey” solution is going to require some learning curve and work on your part, but it’s much easier for most than creating a self-hosted WordPress blog.

You might be asking, Ray, what are you doing about this? I’m experimenting and learning these new technologies because that’s my job. This is what I do, but my site is still built using a self-hosted version of WordPress. Why?

- Because I know how to do it.
- I understand how it works if I’m having others work on it for me.
- There’s a wide and deep base of developer support for the WordPress platform.
- It gives me flexibility to make my website do anything I want it to do and look like anything I want it to look like.

So that being said, I think there’s a lot to be said for these turnkey solutions and this is a trend that will continue not diminish. It’s not going away and will be more and more true that people will less and less be required to learn how to look under the hood for their website. It’ll just be a turnkey system they use to build their website, because look, in the end, what’s important as my friend Christ Brogan put it, it’s not that we have the most spaceship-like website that we can build. It’s that we get our content out to people and help them. That’s the most important thing.

You’re not a website mechanic you’re a content provider.

## **5. The crucial importance of the power of proper association**

What I’m talking about is putting yourself in the intentional peer group that will help you get where you want to be in your business. The peer group that will hold you to a higher standard. The peer group that has access to the audience that you want to speak with. The peer group that has knowledge and wisdom to pour into you that will help you achieve the goals, dreams and aspirations that you have for yourself, your business, your customers and for the people that are in your care, your tribe. The power of proper association is what makes all of that happen.

You have to consciously choose to associate with the right people. This is not just about mastermind groups and it’s not some vailed way of selling my own mastermind group, there are so many ways that you can build the right association but you have to be in the right community of people. Dave Ramsey and his book *The Legacy Journey* says that one way to do that is having quality relationships with other people. You really do become like the people you hang around with. It’s actually a biblical principle.

Proverbs 13:20 says, 'He who walks with the wise grows wise, but a companion of fools suffers harm.'

So I guess what I'm saying is choose your associations carefully, your community carefully, your peer group carefully. Don't associate with fools. Walk with the wise so that you become wise.

#### **6. The thinning of the herd that will eliminate the shallow, con artists and opportunity seekers in our business, in the information marketing, teaching business, in the idea entrepreneur business**

The shallow, con artists and opportunity seekers are going to be cut from the herd. This is going to create an extraordinary advantage for those who are genuine original thinkers, who have strong personalities and beliefs and who are world changers on a mission.

My friend, Stu McLaren, at [Stu.me](http://Stu.me). He's a world changer. He is out to help entrepreneurs de-stress their lives. Take the stress out of their lives so they can have better and bigger businesses, where they can make more so they can give more and live more. That's what he is about and that is powerful and that sets him head and shoulders above the crowd.

What about you? What sets you head and shoulders above the crowd? This goes back to the higher bar I talked about in trend 3. It's not just about the content marketing, it's about what you're actually offering as a product. What is the core philosophy of your company? What's your purpose in doing what you do? Trust me, the herd is being thinned out and those who are shallow, who are opportunity seekers looking to make a buck off people, the ones who are con artists shelling out garbage so they can make some money, will be gone. But there's an extraordinary advantage for you, if you're one who is a genuine thinker, who really cares about your tribe and who's on a mission and wants to change the world.

#### **7. The absolute necessity of being more than 10% better than your competition**

It used to be that it was sufficient if you could just be 10% better than the people who are offering the same service or same product that you're offering, you could win the game. That is not good enough anymore. You not only have to be more than 10% better, I believe you have to create your own category. You have to be distinguished enough that people count you at a different category than the other people who are like you or are similar to you. You don't have competition you have your own category.

Let me give you an example. There's my friend, Michael Hyatt, who has a blog [MichaelHyatt.com](http://MichaelHyatt.com). It started out as a CEO blog and then he delved more into the world of productivity and sort of began to see the vision for this world of building a platform for artists, novelists, writers, authors, publishers and as he did so he formed a philosophy and he not only became a blogger who wrote about building an online brand, but he invented a whole category of platform building.

The word was around before Michael ever wrote a book called *Platform; Get Noticed in a Noisy World*. Michael was the one who gave it language and who clarified the concept and the tools and framework for others so they could quickly and easily understand how to do what he had accomplished and had helped others to accomplish. That is the kind of category creating distinction you need to develop in your own business and if you don't you'll find it very hard to compete.



So, once again, here are those 7 trends to watch out for in 2015 in summary... Pay attention and make notes in your journal. Write down... what can I do to excel or at least move forward? What's the next logical step for me to take to take advantage of each of these seven trends?

1. The continued rise of high-quality video for the purposes of marketing and selling
2. The meteoric explosive growth of podcasting as a marketing channel and the end of old school marketing inside podcasts
3. The dramatically higher bar that has been set for content marketing to be successful for you and your company
4. A major shift away from home brew website solutions and the shifts towards turnkey systems
5. The crucial importance of the power of proper association
6. The thinning of the herd that will eliminate the shallow, con artists and opportunity seekers in our business, in the information marketing, teaching business, in the idea entrepreneur business
7. The absolute necessity of being more than 10% better than your competition

If you will adopt these as important trends to watch and start looking for ways to advance in each one of those, you will find a world of opportunity available to you in 2015.

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### **What to Do Now**

Don't forget to look for the resources available from this show. There are links in the show notes, simply go [RayEdwards.com/146](http://RayEdwards.com/146). I have links to all the significant resources on the site. By the way, you can really help us out and spread the word about the show by subscribing in iTunes and giving us a rating and review.

- For people who have done so... Travis Greenlee, who called the show the best marketing and leadership training in iTunes. Thank you Travis.
- Sherri Miller says she gets practical, awesome and useful ideas and this is an amazing podcast.
- Adrienne Olson says, listen once, fan for life.

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Until next time, may God continue to bless you, may He continue to do more for you than you can ask or even possibly imagine, because that's what He does.