



RAY EDWARDS

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

Information is NOT Power Episode 166

I'm wondering if you've ever heard this phrase "Information is Power". It's not true. It's not even close to being true. That's right, I said it. The whole idea that information is power is misleading and it causes, I think, a lot of people to create roadblocks to their own success; roadblocks to their own fulfillment in life. It's about more than just the distinction that information applied is power. That's what most people think I'm going to say. They think I'm going to say "No, information is not power. Information applied is power."

Well, there's some truth to that. There is some truth to that, but it's more than that. Even that variation on the phrase has problems. Let's think of it as alchemy. I'm going to teach you a little alchemy, how to transform the lead of information into the gold of transformation. That's what this episode is all about...turning the lead of information into the gold of transformation.

Spiritual Foundations

Have you ever had the feeling that you're just missing something, that there's some key to success and fulfillment in life and if you just had that particular thing or that particular list of things that then you would be able to accomplish what you're here for, that then you would be able to accomplish your dreams, that then you would be able to be happy, satisfied, fulfilled.

Well, today I would like to share with you a different idea and that idea is you already have everything you need. You see, we live in a culture that I believe teaches us, especially those of us that identify ourselves as achievers, to achieve things. In a way, there's a little something that could be unhealthy about being an achiever and the unhealthiness could come from the fact that you achieve in order to be happy.

If you achieve in order to be happy or you achieve in order to have significance or you achieve in order to get contentment, you're going to be frustrated forever. The secret is to happily achieve, to contentedly achieve, out of a place of your own significance achieve. It's a small distinction, but it makes a huge difference. Let me give you an example.

Steve was a coaching client of mine who had everything going for him. I mean, if you saw this guy from outside and many people did, they saw him as totally successful. He was a Web designer with extraordinary talent. He had a great reputation, a constant stream of people who wanted to do business with him, who wanted him to do work for them. No lack of people lined up to pay him money, but Steve did not feel successful.

One day he told me, he said, "Ray, everybody thinks I'm a success, but I feel like a total failure. I haven't hit any of my goals this year. I'm feeling discouraged. I'm not even sure that my heart is in my work anymore. I don't even know if I want to get out of bed every morning." So I knew there was a problem, Steve was in deep trouble. I asked him, "Steve, how can you say that? You're extremely talented. You're extremely successful. You've got all these people who love and admire you and whom you help. You've made a real difference in their lives and in their business."

He said to me, "That's just it, Ray. I don't even know if that's true. My work seems mediocre to me." (Here he named another well known designer.) "I don't even know if I'm any good at this."

Suddenly, the light went on in my head, I understood what was going on. I said, "Steve, it sure seems like you're aware of a lot of things that you don't have. You're aware that you're not at your goal weight. You're aware that you haven't reached your goal income. You're aware that you're not living in your dream house. You're aware that you don't have the talent that so and so has." He said, "Exactly! That's exactly what I'm talking about, I'm a total failure."

I said, "Wait a minute. What about the things that you do have." He snorted and made a laughing noise, kind of a combination of laughing and scorn. He said, "Yeah. I know, Ray, I should count my blessings." I smiled because I knew I had him. When I say 'I had him', I had him in a good place. I said, "That's a good idea, Steve, but that's not what I was going to say." So now he was curious and I pressed on and read him a little Scripture that goes like this. "*The Lord is my Shepherd, I lack nothing.*"

If that sounds familiar to you, even if you're not a religious person, you might recognize that as the 23rd Psalm, one of the most memorized, most quoted verses in the entire Bible Psalm 23. The old King James Version says, "*The Lord is my Shepherd, I shall not want*", but the more modern translations render it this way, "*The Lord is my Shepherd, I lack nothing.*"

Steve was immediately skeptical. He said, "Yeah, but I don't have my health, I don't have my weight, I don't have my dream house, I don't have my money, so how can that be true. If the Scripture is right, how can that be true?" I very gently said, "Well, who's right, you or God? You or the Scripture, which one of you is right?" That's when Steve stopped talking. I wasn't trying to be rude or hurtful, shame him or back him into a corner, but what I did want to do is stop the mental dialogue for a moment so I threw him a curve ball.

I knew what he was thinking, I knew he believed the Bible, he believed Scripture, but his experience was not matching up to what the Bible told him. So I said, "Steve, what God is saying is that from his perspective you don't lack a thing when He is your Shepherd and He is your Shepherd, right?" Steve said nothing. So I asked him, "All right, if you lack nothing, what do you have, Steve? The Scripture has the answer for that, too, you don't even have to answer", I told him. I said, "Read in II Timothy where it says, '*All Scripture is breathed out by God and profitable for teaching, for reproof, for correction and for training in righteousness that the man of God may be complete; equipped for every good work.*'"

Steve was quiet for a moment and he said, "You know, I know that's true, but why am I so miserable." I knew he was open then to hearing what I had to say. I said, "It's because, Steve, you keep declaring what you don't have. That's what you're focusing on and what we focus on tends to grow, at least in our awareness. If it grows in our awareness, then it will dominate our activities and our thoughts and, ultimately, will bring more of it about. What we focus on brings more of what we're focusing on. So as you focus on what you lack, you begin finding more and more of that lack in your life."

Now, let me pause here for just a moment and say, there are things that happen that are outside of our control. So I'm not saying that if you have been physically abused, sexually abused or if you have some terrible disease that you brought that on yourself because you focused on it. That is not what I'm saying, so do not hear that. What I am saying is that regardless of what the circumstances are that we face in our life, we can focus on how to respond to those circumstances and how we interpret their meaning and how we respond to them determines what

happens next. Do we experience a higher quality of life or do we experience a lower quality of life. It depends on our response.

Back to the story, Steve asked me, "So what do I do to change it?" I told him this. I said, "Steve, God has given you everything you need to live the destiny you were created for and He did create you to fulfill a great destiny. That's true for every single one of us and the power to access that destiny is God's Word, it's the Scripture. That's what we were talking about just a moment ago, so a good place to start is by watching yourself talk. What are you saying to yourself all day long? If what you're saying is look at all the things I don't have, I don't have time, I don't have money, I don't have peace, I don't have love, I don't have security, I don't have health, I'm anxious, I'm worried, I'm depressed, if that's what you're saying to yourself then you will find that to be more and more of what you experience, but Psalm 23 says you lack nothing."

So here's a proposal. This is what I gave to Steve and what I'm proposing to you, as well. What if you replaced all your victim thinking and victim-oriented self talk with the Word of God over your life, what God has said is true about you in your life. Paul wrote to Timothy that Scripture (the Word) is provided so that "*The man of God may be complete; equipped for every good work.*" So say to yourself, the Lord is my Shepherd, I lack nothing. I am complete. I am equipped for every good work. Say it like you mean it. Exaggerate the emotion and the intensity you put into that.

In Romans 8:28 it says, "*We know that all things work together for the good of those who love God, to those who are called according to his purpose.*" Just as a side bar, if you are a believer, if you believe in God, if you believe in Jesus Christ His Son, then you are one who loves God. Even if you may feel a little put out with him right now or you may be wondering where He is in your life, you still love him and you are still, definitely we are all, called according to his purpose.

So according to the Book of Romans, which was written by the Apostle Paul, we know that all things, even the bad ones, work together for good to those who love God, to those who are called according to his purpose. So just remember this, if it's not good yet it's not done yet because all things work for the good.

So I told Steve that every time one of these negative thoughts came into his mind and hear me, constant listener, you can do this same thing, too. Even if you don't believe all this religious stuff that I'm talking about that's okay, just take the practical advice out of this because these are universal principles that God built into the world, by the way. When you hear these negative thoughts come to mind about what you lack, you should not speak them out loud.

You should not say well, I don't have this and I don't have money. I don't have time and my spouse doesn't love me anymore. I'm sick, I'm in pain and I'm depressed. I'm broke and my business is never going to work. Don't say those things! If you'll forgive me being a little blunt, those are stupid things to say. Instead, declare the truth about what God says about you and do it out loud. Do it in a strong voice as if you mean it.

So I worked with Steve on his coaching plan for the next month. He promised to do as I suggested and said he'd report back and we'd talk about his experience 30 days later because at that time I was running a coaching program where I talked to everybody once a month. So about 10 days later, Steve called me back way ahead of his scheduled time, but I knew he'd been in trouble so I answered the call.

He said, "Ray, I'm so excited, I couldn't wait to tell you what's happened. I started doing just what we agreed and in just a few days things started changing. I started having more confidence. I started waking up in the morning in a good mood. I got two new clients who've signed on at the

highest fees I have ever been paid before and I'm much more happy now that I'm not constantly thinking about what I don't have and I actually have more of what I want. What a miracle!"

This is the point, what worked for Steve can work for you, too. Stop telling yourself stories about what you don't have. Remember that your words have the power to change reality. The Bible says that the power of life and death is in the tongue. It also says that angels are on standby to carry out the voice of his Word and today, in the age we live in, we are the voice of God's Word. It's true, Psalm 103. Look it up, you'll find it for yourself. We're the voice of God's Word, so there are angels (Yes, I believe in angels, get over yourself) standing by to heed, to obey the voice of God's Word,

So speak the things you want to see, I give you the same challenge I gave to Steve. Do this for 30 days. Every day say to yourself, I'm called according to God's purpose for my life. He is making everything work out for my good. I am equipped with everything I need to overcome any obstacle. I am more than a conqueror. God is giving me the desires of my heart. Those are all from Scripture, by the way. You can copy them. Go to the website at RayEdwards.com/166, you can copy those declarations and make them yourself or you can find your own, write your own. I recommend looking up Scripture, which is always true, and putting the Scripture into your declarations because it's always true.

So I give you that challenge. Do it for 30 days every day and report back to me here and let all of us know what God has done in your life as you focus on the truth that you lack noting.

Tip of the Week

It has to do with those copywriting videos that we were rolling out starting a couple of week ago, three weeks ago actually. You may be wondering, what happened to video 3? Well, here's what happened. I lost my voice. Of all things to happen to a podcaster, a speaker and a guy who spends a lot of time on the phone, I totally lost my voice. I got laryngitis and I'm just not getting it back. You may be able to hear some evidence of that in my voice right now, it's a little bit scratchy.

But, I have my voice back so the release of my brand new Copywriting Course is rolling on starting this week and you can get access to the free stuff we're giving away just by going to RayEdwards.com/formula. Instead of video 3, we're just going to do a live webinar and answer your questions and lay out the whole copywriting formula for you, but go get the free stuff for sure right now at the website. You don't even have to opt-in. You don't even have to put your email address in to get the freebies. They're there available for you right now. All you have to do is to and get them. It's that simple, so do it.

Feature Presentation

All right, I started off this episode by talking about the phrase "Information is Power", sometimes it's stated as "Knowledge is Power" and I said that I don't believe that's true. In fact, I believe it's a dangerous idea if you buy into it deeply enough. Some people have countered this by saying, "Well, sure, information is not power. Information applied is power." Sometimes they'll say, "Knowledge applied is power". I don't think even that is true. What if you apply it in the wrong way?

What is power? Let's start with that definition. Power is described as the potential ability to do work. I got that definition from the dictionary, so it's right. Information is not power. Right action is power. I would say, just be careful to make the distinction that action is not power either, it's right

action. So you can become more powerful and I don't mean that you lord it over other people, that's not what I'm talking about, you can become more powerful in your business, in your family and in your life.

By more powerful I mean you can accomplish more with less effort, less friction, less conflict, that's what I mean by powerful by remembering these three points. There are three ways that you can become more powerful in your use of information and this is especially applicable to those of us who are teachers, coaches, consultants, authors, speakers or podcasters. So, three points that will help you gain more powerful use of information.

1. The mere transmission of information does not equal the creation of understanding.

Boy, do I wish I had learned this a long time ago. If you need to get people to understand you, more is required than an information dump. I used to think this is how you did it. You got a lot of information and you just poured it out on people. When I was making physical information products (there's a clue in the name of those products, information products) I would give people hundreds of pages or dozens of hours of recorded material because I thought what they need is more information and the more information I give them, the more understanding they will have.

What usually resulted and it will be the same for you, I promise, is just overwhelm. They'll just be overwhelmed by what you're trying to give them. So if you're trying to convince somebody of your point of view, win them to your belief system or teach them something important that will have leverage and help them get more satisfaction and more fulfillment from their life, their business, their family, their relationships, if you're just trying to give them a bunch of information that's not going to do the trick because the transmission of information does not equal the creation of understanding.

Understanding means that we have not only an intellectual knowing, but in our bodies, our neurology, our physiology, we have a practical experience of transformation that takes place and that does not happen just through the transmission of information. In fact, if you just transmit a bunch of information thinking that creates understanding, it actually diminishes understanding because people get overwhelmed and they shut off their brain. Maybe not consciously, but you can see it happen. Talk to somebody long enough about something they're not really understanding but you're giving them a lot of information and watch their eyes glaze over. You've seen this happen. What are you going to do about this? I'm going to get to that in a moment.

2. More time does not usually create better decisions when it comes to information.

For me, this looked like waiting longer to make decisions because I wanted to get more information. What I have discovered is for me that usually results in poorer decisions. Worse decisions, not better ones. The longer I wait the more information I get usually the more confused I get, frankly, and I think this is true for most people. If you don't understand why this would work, read the book *Blink* by Malcolm Gladwell and you'll begin to get an appreciation of the fact that intuitively we usually know the right answer right off the bat.

For instance, occasionally I'll do one-on-one interviews with people to see if it's a good fit for them to come be part of one of your higher-priced programs. I say 'higher-priced' not because that's a virtue in and of itself, I say it because they're looking at making a significant investment in something and I want to make sure that it's a good fit for them and that they're a good fit for us. What I've discovered is on a single phone call, we can touch upon the things that are most important, the outcomes that are most important to these individuals.

They already know intuitively whether it's a right decision or a wrong decision, but quite frequently they want to get more information before they decide. That usually results only in getting them more confused and conflicted and so I often will tell those people, "Look. Probably when you picked up the phone to have this conversation with me you already knew what the right answer was, you were just looking for confirmation of that. So no is okay as an answer", this is what I tell them, "but I think you already know the answer and you would serve yourself better, be in higher integrity and you'd serve me better as well by just making the decision you know is the right decision to make whichever way it goes."

Getting more information and taking more time to amass more information usually does not result in better decisions. Get the required information, then make a rapid decision based on your first reaction, your intuition, because it's not really intuition, it's really, I think, a combination of things. It's your spiritual understanding that is rooted deep inside your spirit which is not an intellectual exercise and it's also your subconscious calculating process. Your subconscious mind is much smarter than your conscious mind because it's able to do calculations that are impossible for us to do consciously. How do you think a baseball player connects with a baseball traveling toward them at 90 miles an hour with that thin little stick? It's an unconscious activity and we make our best decisions in the same way, I believe.

Again, if you want scientific backup for this then go read the book *Blink* by Malcolm Gladwell, it's totally scientific and psychological. It doesn't address the spiritual portion of it, which I think is also a part of what's going on, but *Blink* is a good place to start for those of you who need convincing.

3. The message you are preaching is not nearly as persuasive as the message you are living.

Now, you may say, "What does this have to do with information being power or not?" If you're trying to achieve transformation in the lives of people, whether it's people that you are writing a book for, people you're giving a speech to, people you've created a podcast for, you've created information training technology, you give classes, seminars or workshops, you're a preacher or the CEO of a business, you're in the business of influencing people by giving them information and then developing understanding for them and then helping them achieve a transformation that takes them to a higher level of existence in whatever area of life you're working on.

What I'm saying is, again, it's not the transmission of information that's going to get that trick done for you, it's the message you are preaching. In other words, the message that you speak about is not nearly as powerful as the message you embody. Let me say that again because I mixed it up, I don't want to confuse you. The message that you are speaking about, the words that you're saying are not nearly as persuasive as the message that you embody. So you need to stop having a message and start being the message. If you want to get other people to change, if you want to produce change in other people, just keep in mind you will replicate in others who you are not what you say.

Okay, maybe you've bought into the idea now that information in and of itself is not power and information applied is not power, it's more than that. So what do we do with these three points that I just made?

- The transmission of information does not equal the creation of understanding,
- More time and information does not usually create better decisions, and
- The message you are preaching is not nearly as persuasive as the message you are living.

What do you do with those three points? Maybe they're good points and you say, "Well, you're right, Ray. I agree with that, but practically, how do you make change in your own life after receiving those three pieces of knowing?" Well, here's how you apply it, specifically in the kind of business that many of us are in, the business of teaching, coaching, training and producing, in other words, transformation. The way we deal with the fact that the transmission of information does not equal the creation of understanding is we give instructions not explanations. In other words—

1. Teach how to, not what to or why to.

Now, those things are important. If I tell you why copywriting is so important that is vital to your understanding. You need to have that in your brain, you need to know why it's so important. If I tell you what you're going to use copywriting for that's also important, but teaching you how to do it and walking through that process with you let's you experience the transformation that what I'm teaching you brings about and thus it is far superior than just transmitting information. You get real understanding because you're doing it. That's why it's important to teach how to, not what to. Give instructions, not explanations.

Remember the No. 2 point from before was more time does not usually create decisions? Number 2 is—

2. Gather what I call the MRI.

I'm not talking about magnetic resonance imaging, but the MRI is Minimum Required Information to make a good decision. So you can definitely MRI your situation, get the Minimum Required Information. That doesn't mean get less information than you need, get the minimum amount of information you need. You might say, "Well, I don't know how much information I need to make a good decision." Yes, you do. If you didn't know how much information would you need, I think you know, guess at the MRI.

You've got to just practice this to make it work for you. Guess at what the Minimum Required Information is. Sometimes you'll be wrong, but most the time my prediction is you will be correct. Just keep track and see for yourself. To make better decisions, make more decisions faster. I believe that will change your life for the better.

The last point I made before was that the message you are preaching is not nearly as persuasive as the message you are living. In other words, you replicate in others who you are not what you say. So the No. 2 practical outcome of this is—

3. Demonstrate and embody what you want to see in others.

Thinks about the transformation you want to see. If you want to see others around you eat more healthfully then demonstrate it by doing it yourself. Don't spend so much time preaching to other people about the latest diet that you've read about or the latest workout routine, just do it and invite them to be part of the process. Embody what you want to see in others. As I said before, don't have a message, be a message.

Question of the Week

So here's my question for you. This is a question for this week's episode. Will you do this? Will you give instructions not explanations, number one? Will you, number two, make decisions based on the Minimum Required Information and make more decisions more quickly? Number three, will you learn to demonstrate and embody what you want to see in others? Don't tell them what to do, show them through your behavior. Be the message instead of having the message.

Will you do one or all three of these? If you will, I'd love it if you'd share your experience of that by going to RayEdwards.com/166 for this episode and let us know how it's working for you. What decisions you've made faster, let us know how you've fared with giving instruction and demonstrations instead of just explanations or information dumps and let us know the results of demonstrating and embodying the change that you want to see in other people. I believe it will change your life for the much better and I would love to hear your experience of that, so please feel free to post that on my website.

What To Do Now?

All right, that wraps it up for this week. I do have one question for you. You could also give us feedback on this. We've moved to a shorter format, 30 minutes an episode, approximately. Just realizing that I, myself, was having trouble keeping up with podcast that I love, but they're an hour or 90 minutes long, so I decided to try this shorter format. I would love to hear your feedback on that.

How are you liking these shorter podcasts?

Are they working for you?

Do you want them to stay this way or do you want them to get longer?

Go to the website and give me your feedback. Until next week, I pray that God will continue to bless you, that He will make you realize you are equipped with everything you need and that He will continue to give you more than you could ask or even possibly imagine.

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