



RAY EDWARDS

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

A Day in the Life of Ray Episode 168

You may ask yourself, “Why the big suit?” No, it’s not a talking heads retrospective. I actually was going to say, you may ask yourself, “Why in the world would Ray make an episode of his show called A Day in the Life of Ray. Isn’t that kind of egomaniacal?”

Well, I’m not an egomaniac, I don’t think. I’m pretty sure I’m not. The reason I made this episode is because I am asked a question pretty often and it goes something like this. “So, Ray, what do you do every day? What’s the typical day like in your life? What’s a day in the life of Ray like?” I get the question often enough that I thought it might be worth answering in a show episode.

Maybe I’m wrong and, if I am, you can skip this episode and come back next week. There are other reasons to listen, though, so stick with me for just a couple of minutes and find out if there might be something else here for you. The show is called A Day in the Life of Ray, but there are other things that are happening.

First of all, I’m going to explain how you can see in your life more good days than bad; maybe no bad days ever again. I’ll share with you a service that allows you to easily build beautiful process documentation for your business and your team. I’ll tell you about an encore presentation of our hugely popular and successful Master Class: How to Write a Sales Page that Rakes in \$10 Million. And I’ll give you the secrets to getting your business, podcast, site, whatever, promoted on this very show to my audience. Would you like to get free promotion, no cost to you? Well, stick with me and I’ll tell you exactly how that could happen in just the next few minutes.

Spiritual Foundations

So we begin with our Spiritual Foundations and this segment is about how to have no more bad days. What prompted this topic was, recently, I’ve had the opportunity to see two friends go through a very tough time in their lives. They’ve both been through a battle with cancer and, remarkably, I saw two very different approaches to how to deal with a horrible thing like cancer and it is a horrible thing.

One person choose to see an opportunity to rise above the horrible circumstance that they were faced with and to take a proactive positive approach to the situation and look for what they could get out of it that was positive. How they could use this terrible situation, this horrible disease to get a better quality of life and have good days.

The other individual choose to approach it as a victim and become very bitter and angry and ask, “Why me? Why is God doing this to me? Why doesn’t God help me? How does He let things like this happen?” Just a very nonproductive, very negative approach to the situation.

Look, I understand. Cancer is a horrible disease. I currently suffer from a very difficult illness to deal with. I don’t think that disease, divorce, financial problems, relationship problems or whatever circumstances you may be dealing with that are troublesome to you in your life are good. I don’t belittle anyone’s suffering and I don’t sit in judgment of how they deal with it. I do

believe there's an opportunity for us to choose how we respond to what happens to us and we can change the quality of our experience of life no matter what comes our way. We're not in control of our circumstances, but we are in control of our response.

Shakespeare wrote in *Hamlet*: "There is nothing either good or bad, but thinking makes it so." In the Bible in Proverbs 23:7 it says: *For a man thinketh in his heart, so is he.* So how do you translate those big, lofty ideas into a practical way of having no more bad days? Well, I believe there are three keys to stepping into a life with no more bad days and I'm going to share them with you right now.

1. Set up a rule you can always meet in order to have a good day

Now, Tony Robbins tells this story and it's been a long time since I've heard it so I may have some of the details slightly off, but the spirit of the story is still correct. Tony shared that two different gentlemen came to one of his exclusive seminars in Fiji and one was a billionaire, a very high achiever, very Type-A achievement-oriented type of person, the other was successful, but not somebody with extraordinary income or business success. Tony noticed that the billionaire seemed to be miserable all the time about everything, while the more average gentleman seemed to be extraordinarily happy. So Tony asked each of them what was required in order for him to feel like he's having a good day.

The billionaire gave this long list of requirements and rules of what would comprise a good day for him. He had to meet all this criteria about the amount of time that he exercised, the amount of time that he worked, whether he hit his target heart rate, whether he ate his perfect diet without or any mistakes or giving in to any temptations,. That he achieve certain financial and work milestones every day in his business. Certain processes had to happen correctly without fail, without any mistakes. He had just a long list of things that had to happen, that must happen for him to say, "I've had a good day."

When the billionaire was finished giving his requirements for a good day, Tony turned to the other man and asked him what his rules were for having a good day. The man gave a big smile and said, "Well, Tony, it's pretty simple. Every day above ground is a good day."

I know that sounds ridiculous, but what if that was your rule. What if that was your rule for having a good day. There's only one person who gets to set up the rules for what makes a day good or bad and we are that person, it's up to you. Why not set a rule that you can always meet. When I heard this story, I instantly adopted that as my rule for a good day. Every day above ground is a good day.

2. Change the way you interpret what happens to you

You can consciously do this. The lens we use to look at the world tends to control what we say and what we experience. I heard Earl Nightingale tell this story (I believe it was Earl) about two traveling salesmen, each of whom had a different conversation with same farmer at the same corner of his field on two different days.

The first salesman was traveling in his car on the road, which is near the corner of the field, he stopped and shouted to the farmer and said, "Hey! What kind of people live around here anyway?" The farmer replied, "Well, what kind of people did you find in the last place you visited?" The traveling salesman grimaced and said, "A bunch of dishonest, ornery, inhospitable

scoundrels who didn't want to buy anything." The farmer nodded and smiled and said, "Well, I expect you'll find the same sort of people around here."

The next day, a different traveling salesman encountered that same farmer at that same corner of the field. This new salesman stopped his car, had a big smile on his face and said, "Hello! What a beautiful day and what a beautiful farm you have there. I wonder if I might ask you, what sort of people will I find around here?" The farmer grinned and asked, "Well, what sort of people did you find in the last place you visited?" The salesman replied, "A lot of generous, happy, openhearted, welcoming people. That place was a real joy to visit." The farmer smiled and said, "I expect you'll find the same sort of people around here."

The point of the story is what we expect informs our interpretation of what we experience. The environment inside our head controls the environment outside our heard. What we think about tends to be what we experience.

3. Have biblical hope

Now, stick with me, even if you don't consider yourself to be religious because I think you'll find this interesting. The word 'hope' means something completely different in the Bible than what we typically think it means in our modern culture. In our modern culture, hope is a wishy-washy, have in, half out, milquetoast kind of word and way of thinking. If we say we HOPE something will happen today, what we mean is I wish it would happen this way, but I know it probably won't.

On the other hand, Biblical hope is more accurately defined as "the positive expectation of good things." That's why our life of faith is described in the Bible as the hope that does not disappoint and there are plenty of reasons to believe this hope of the Bible is for real. In the Book of Romans, we're told that God makes all things work for the good of those who love him. If you believed that, wouldn't you have a different sort of hope for your life?

Jesus, himself, exhorted us not to worry about things we need in everyday life, our food, clothing, shelter, but to trust that our Father in Heaven is good. He's a good father and He knows how to take care of his children (us) and that he will always give us what's best for us. Now, I know sometimes we may not be able to see how that's true based on what's happened to us. We talk to God and say, "I don't see how this is in anyway what's best for me. This is terrible what just happened."

But, think of it this way. Think about a child who might become upset when the parent roughly grabs them by their arms, yanks them off the ground and throws them onto the ground. The child may believe this was mean, cruel behavior and not realize that their father had just pulled them out of the way of an oncoming car and saved their life. Maybe the child never even sees the car, just feels like they were treated unfairly by their father. I think it works the same way with God.

Once more, according to the Bible, we know that the things we speak and think actually have spiritual power to change what happens to us in the real world. I would encourage you to think about things that are good and positive and to speak about things that are good and positive. You may not be able to control your feelings, but you can certainly take control of your thoughts.

By the way, here's a big tip. Your feelings, your emotions, grow out of your thoughts. If you don't believe me, the next time you start feeling bad, angry, depressed, upset, discouraged, stop and start tracing your thoughts backwards. What have you been thinking about over the last few minutes? Eventually, if you find the place where you started having that feeling, I'll bet you'll

discover you started thinking about something discouraging, depressing or that made you angry. Controlling your thoughts is the gateway to controlling your feelings.

The Apostle Paul in the New Testament put it this way. *Whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable, if there's any excellence, if there's anything worthy of praise, think about these things.* Some translations say, *meditate on these things.*

So what difference would it make in your life if you started meditating every day, just ruminating, going over and over in your mind, on your lips, under your breath, about things that are true, things that are honorable, things that are just, pure, lovely, commendable, excellent, anything worthy of praise, would that change the quality of your life. You bet it would!

Now, you may ask, "Well, Ray, so do you have no bad days?" No, I don't have zero bad days just yet, but since I began practicing these three keys I have many more good days than bad ones and that ratio is always improving, despite whatever circumstances I might be dealing with in my life. I believe it will work for you, too. I believe that the reason I have more good days than bad days and fewer bad days than I've ever had in my life before is because I use the three keys that I just told you about to unlock the door to more good days.

Just as a reminder and a recap, the keys are:

- Set up an easy-to-meet rule for what makes a good day,
- Change the way you interpret what happens to you, and
- Have Biblical hope, a positive expectation of good things.

Try it and see if it doesn't work for you. Our Tip of the Week is next.

Tip of the Week

My Tip of the Week is about a software that you use as a service, it's called SweetProcess and you can find it at SweetProcess.com. It's a service that allows you to easily build beautiful processed documentation and procedures for your business and for your team. I used this service a long time ago and then I stopped using it for various reasons. Frankly, I asked myself, why couldn't I just do this with Microsoft Word or in Google Docs or something like that?

I tried that and it didn't work out. So here are seven reasons that I am back with SweetProcess, after a brief hiatus, and why I think you should consider using this service called SweetProcess, as well. Reason number one—

1. It frees up my time

I can stop spending time on repetitive tasks. I get them documented and out of my head so somebody else can do them. Now I'm free to focus on growing my business and, as many of us have heard and said ourselves, I'm free to work on my business instead of working in my business.

Reason number two I'm back with SweetProcess and I think you should also give them a try—

2. I can endure employee turnover without the setbacks

Now, I've had several people come and go in my company over the last few years and when an employee leaves when you have processes in place documented well, training their replacement is a breeze since all of their tasks have been documented and refined over time.

Reason number three I'm back with SweetProcess—

3. It's easy for team refinement

The system that SweetProcess has set up makes it easy for my team to make processes more efficient over time, as we hone and refine each step in any given procedure. We can all be working on the same document, so we don't have to wonder which version is correct.

Reason number four—

4. SweetProcess reduces errors and redo's

Procedures are easy to follow. If you have step-by-step instructions that are elegantly constructed, they're illustrated with screenshots, videos and checkboxes so you make sure that no steps are missed, the numbers of errors and do-overs goes dramatically down.

Reason number five I'm back with SweetProcess—

5. It adds value to my business

Look, it's no secret. A business built on the foundation of well-documented standard operating procedures (SOPs) has a higher value which grows over time. It's much more valuable than a business that you just keep in your head hoping you'll remember the processes you need to enact in order to make your business work.

Reason number six I'm back with SweetProcess—

6. It forces me to evaluate my processes and procedures

As I think through documenting the steps of any procedure I'm forced to ask, "Is this the best way to do this?" Sometimes inefficiencies, mistakes and problems in a process become very obvious as I work through it or as my team works through it. I've discovered and eliminated many inefficiencies as a result of this phenomena.

Finally, reason number seven I'm back with SweetProcess and I think you should consider being back with them too or with them for the first time—

7. It is, in fact, better than Word, Google Docs or other apps

I know what you're thinking because I thought the same thing. "Why should I pay somebody a monthly or annual fee for this when I can just do it with a word processor and pay nothing." The reason, in my book, is SweetProcess is more elegant, it's custom-built for the task, it's easy to use and keep up to date in a team environment and it is siloed or separated from other systems so nothing gets lost.

The final reason I would give you that it's better than Word, Google Docs or anything else like that is it's just more fun to use.

If any of this makes sense to you, I urge you to give SweetProcess a try. They have a free trial and you can find more information about SweetProcess and you can also find a free trial link in the Show Notes to this episode by going to RayEdwards.com/168.

Feature Presentation – A Day in the Life of Ray

Now, a lot of people that I speak with when I'm doing Q&A sessions online, when I'm speaking at a conference or I meet people at a seminar ask, "How do you do what you do? What's your typical day like?" It's a question that I get a lot. I talk about my success routine in the morning and I get a lot of curiosity about that.

I'm certainly not the first person to talk about morning routines, it seems like everybody has a blog post or a podcast episode on morning routines. Mine is a little different than most people, I think, because my morning "success ritual", as Eben Pagan or Tony Robbins describes it, or "success routine", as my friend Michael Hyatt describes it, is two and a half hours long. Many of you have heard me talk about this before, the reason is very simple.

When I was a wee lad I saw a movie, a very cheesy movie made in the 1970s starring Ron Ely, who used to be Tarzan on TV just as a bit of trivia. The movie was called 'Doc Savage, The Man of Bronze'. It was a very campy movie, kind of like the old 1960s Adam West 'Batman' TV series, but it led me to read the books that the movie was based on. The books were about a character named Doc Savage and he was a superhero from the era of 'Pulp Fiction'. Doc Savage was invented, by the way, before Superman. This is interesting...

Doc Savage's actual name was Clark Savage. He was one of the first superheroes and he had a fortress of solitude and a secret identity. His name was Clark Savage and he was called 'The Man of Bronze'. He came before Superman. Some years later, a new superhero was invented named Clark Kent, The Man of Steel and he had a fortress of solitude and a secret identity. You can see the similarity. Did the guys who invented Superman take some notes from Kenneth Robeson and his superhero Doc Savage? I don't know, maybe.

The point of me going off on that rabbit trail is something about the Doc Savage character made a real impression on me and that was, he spent two hours at the beginning of every day improving himself. As a young man I thought, it's amazing that he even has two hours to spend. I didn't think about it for a long time, until I started my own business a little over 10 years ago. I was on my own and free to do whatever I wanted every day and slowly, over time, I evolved this morning routine that runs about two and a half hours every day of improving myself and I believe it's the best investment one can make.

Now, you don't have to spend two and a half hours doing that, that's my choice. You could spend an hour, 30 minutes, it's totally up to you, but this is how my typical day works out. Let me start before I go into this by saying, I don't have a lot of typical days. Usually, there's some improvising that comes into this. So what you're about to hear gets modified dramatically if I'm on the road traveling, if we have guests at our home or circumstances that change the fundamental fabric of my day. But, the days that I am home in my normal environment, about 80 to 90% of the time this version of my typical day or something very close to it is what happens.

First of all, I get up at about 4:00 a.m., that's just when my body alarm clock goes off. I don't set an alarm to get myself up at 4:00 a.m.; I just wake up right about 4:00 a.m. every day. So I rise, the first thing I do is make my bed. This is something I was taught as a young man by my father,

Pat Edwards, who was a career Marine Corp man. It was important to him that we made our bed every day.

I stopped doing it as a teenager and as a young adult, but I read this book recently by Hal Elrod called *The Miracle Morning* and one of the things he recommends is making your bed every day. So I started doing it again and I realized it really gives me a sense of accomplishment, control and order to my day to make my bed first thing when I get up in the morning. So that's what I do, I make my bed.

Next, I pray. I spend time talking to God about how I slept, what I may have dreamed about, what He has in store for me today and thanking Him for the ways that I'm blessed by Him in my life. After I pray, I meditate. Currently, I meditate for about 10 minutes. There are different forms of meditation. You can do transcendental meditation, there are other mindfulness meditations. I use Scripture, I meditate on Scripture.

The 23rd Psalm is one that's very handy for me, I like meditating on that one. Just as I breathe in I repeat to myself mentally the Lord is my Sheppard and as I breathe out I repeat to myself I shall not lack anything. I breathe in and breathe out and I do that for about 10 minutes. It gives me a quiet, cohesive, calm center for the rest of my day.

It's hard for me to describe without you trying it yourself. It's new for me. I've just started doing this in the last few months, thanks to a recommendation by my friend, Pat Flynn, but I've found it to be an invaluable practice so I do it every day. I'm trying to get to a routine of doing it twice a day, once in the morning and once in the evening. I haven't quite got that down pat yet, but I'm working on it.

Next, I brush my teeth and I shave. Again, I used to save this until after I exercised and ate breakfast, but there's something about starting off the day by brushing my teeth and shaving that just makes me feel like I've got a head start on the day and I love that feeling of momentum. After I've done that, I take care of our dogs. We have two pugs, Bobby Shafto and Princess Buttercup, known affectionately to us by their nicknames, Bobby and Butter.

I get the pugs up, they're usually pretty sleepy and drowsy and kind of have to be prodded and poked, but once they're up they're lively and lots of fun, funny and ridiculous. They're just ridiculous dogs, who are very difficult to resist. I take care of them by taking them out, letting them do their business in the morning, feeding them, giving them fresh water, giving them a treat, spending a little time petting and playing with them.

Then, after I've taken care of the dogs, I take care of myself. I drink 12 ounces of water because when you wake from a night's sleep is the most dehydrated you will be all day, so I start with 12 ounces of fresh water and then I take Communion. For some of you, this may be weird because maybe you're not a Christian. Some of you are Christians and can't believe I would be brassy enough to take Communion on my own and not have it administered by the proper authority from the church, but the flavor, the expression of the church that I'm part of does not believe we need to have an officer of the church administer Communion to us.

If you believe that I'm not contesting it with you. I don't want to argue with you about it. I just believe that each believer has the right and the privilege of partaking of Communion on their own, so I use it to commemorate the death, burial and resurrection of the Lord, the coming of the New Covenant in His blood and by the breaking of His body, to remember what He did for me and then to allow the process that happens during Communion happen.

I believe when we take Communion that something happens more than just a memory or commemoration of an event. I believe there's a real spiritual event that happens within us that is miraculous, mysterious and impossible for us to understand. If you're a Protestant that freaks you out. If you're a Catholic you probably know exactly what I'm talking about. I've had many Catholics tell me, "You're a Catholic and you don't know it." I'm just a follower of Jesus, so I take Communion. I believe there is value in taking Communion every day.

After I do that, I spend time in worship. Again, you may not be religious or may not be Christian and this part may be weird to you, but you could do something similar. You could listen to uplifting music, meditate on nature or do something that inspires in you that feeling of awe and that recognition of something bigger, magnificent and beyond your comprehension. I worship, but I do it by listening to worship music, usually something by Jesus Culture or Bethel Music out of Redding, California. Sometimes I will listen to other artists, worship leaders and groups, but it's all music that worships God, honors Him and helps me feel that connection with His presence.

Then, after I've done that, I make my declarations for the day. I declare Biblical truth over my life. Again, if you're not a person of faith, you could make positive affirmations. I believe that God wired certain things into the Universe that work for everybody. The same rain falls on the righteous and the unrighteous alike (the believers and the unbelievers) and I believe things like declarations or affirmations are very similar in that nature and they work because God made the Universe in such a way that they work for everybody.

I think that it's more powerful to make declarations that are in alignment with the truth of Scripture, so I have certain declaration that I use every day, just a few of them. These are all Biblically based, they're based on passages of Scripture, but I'll just read some of the declarations and not give you the Scripture citations to give you an idea of what I do. When I repeat these out loud, I repeat them with gusto, with emotion, with feeling as if I mean them. I believe that plants them deeper in our neurological system, our neurology, our physiology. It makes them more real to us. If we can feel them in our body that makes it more of a reality to us, so here are some of the things I declare every morning.

- My prayers are powerful and effective.
- God richly supplies all my financial needs.
- I am dead to sin and alive to obeying God.
- I walk in ever increasing health.
- I live under a supernatural protection.
- I prosper in all my relationships.
- I consistently bring God encounters to other people.
- Through Jesus I am 100% loved and worthy to receive all of God's blessings.
- Each of my family members is wonderfully blessed and radically loves Jesus.
- I uproariously laugh when I hear a lie from the devil.

There's more, but that gives you a flavor of the declarations I make each and every morning. Sometimes they vary. I make different ones, depending on the circumstances I'm dealing with in my life at that time.

Next, I have a protein shake. This is a habit I picked up after adopting the Slow-Carb Diet that Tim Ferriss wrote about in *The 4-Hour Body*. One of the things he recommends right off the bat is that you ingest at least 30 grams of protein within 30 minutes of getting up in the morning. So that's what I do, I make a whey protein shake. It's sugar free and it's delicious. Right after I do that, I have my Bulletproof Coffee.

Now, this takes a little explanation, but you can Google Bulletproof Coffee, Bulletproof Executive or go to UpgradedSelf.com. Dave Asprey makes one of my favorite podcasts, The Bulletproof Podcast, and he's a biohacker. He's always looking for ways to enhance performance and, specifically, the performance of the brain. Bulletproof Coffee utilizes something called MCT Oil (Medium-chain Triglyceride). It comes from coconut oil and you put that and butter in your coffee. You blend the hot coffee with the butter and the MCT Oil and it creates this high-fat beverage filled with Medium-chain Triglycerides (MCTs) and the reason that is useful is it's brain fuel.

In fact, what I use as my MCT Oil is actually a product that Dave Asprey manufactures, his company makes, called Brain Octane. I also use Glutathione Force, his aging formula supplement. All of these are designed to give my brain the fuel it needs so that my brain will run on ketones instead of on sugar. Without going into a ton of detail about this, if you're interested, maybe I'll do another podcast on this. I'll just give you my reasons for doing this.

Some of you may know that back in 2011, I was diagnosed with Parkinson's disease, which is a neurological degenerative disorder of the brain. One of the root causes, it is believed, is inflammation in the brain which causes the destruction of cells that create dopamine. That's the neurotransmitter that regulates movement and mood in your body. Why you get Parkinson's disease is because you have depleted dopamine supplies. Michael J. Fox suffers from this condition, Mohammad Ali suffers from it and I have been diagnosed with it; although, I am refusing to accept the diagnosis.

I believe I'm recovering from Parkinson's disease and I'm always looking for the next edge that's available to me in how to do that. There's a lot of anecdotal and some peer-reviewed evidence that shows that MCT Oil (Medium-chain Triglycerides) helps produce the growth factors in the human brain that can slow or even reverse this process. The same can be said for Glutathione and some other supplements I take.

Supplying the brain with fat for fuel, in other words running in a nutritionally-induced ketonic state, is beneficial to brain health. In fact, for a long time, for like over 100 years, epileptic patients who didn't respond to drug therapies were put on a ketogenic diet which keeps their body in a state of nutritional ketoses and, in many cases, it absolutely stopped their epileptic seizures all together.

I don't want to go into too much more detail because I may be boring he heck out of you, but it's good for your brain. If all that stuff doesn't matter to you, it makes me feel fantastic. I feel energized, I feel clear and focused and I thank God every day for Dave Asprey, the work that he does, the Bulletproof Coffee and all the supplements and things that are available at Upgraded Self.

So next step, after I've had my Bulletproof Coffee and my supplements I spend time with my Bible. I set a goal this year of reading the Bible through four times and I'm on reading number three. I'm way ahead of schedule, but I'm on reading number three now. So I read the Bible and listen to classical music while I'm doing that because classical music, again, has been shown to strengthen and enhance brain function, so I listen to classic music. Mozart, Brahms, Baroque music, Beethoven are some of my favorite classics to listen to.

Then I continue listening to classical music after I've done my Bible reading and I read a spiritual book, a book about theology, the philosophy of theology, Biblical history or scholarship and then I spend time reading a nonfiction book after that. It's usually a self-improvement or business book, sometimes it's history or science, something that will improve me and give me more knowledge about the world that I live and work in.

By this time, we're up to about 6:00 a.m. I've been at my morning routine for about two hours, that's when I take my morning medications. As I told you, having been diagnosed with Parkinson's disease there are certain medications that I have to take every day in order to be able to function normally. I take those the first time for the day starting at 6:00 a.m. and I take them several times throughout the rest of the day.

I am working on reducing those medications. I have a goal of getting off all the pharmaceuticals I can possibly get off of and deal with this Parkinsonian-like condition naturally and through the healing power of Christ. In the meantime, I don't disparage modern medicine. I don't care how you get healed. I don't think God cares how you get healed, whether it's through the surgeon's knife, the pharmaceutical treatment or a miraculous intervention. I just believe God wants you to be well and He uses many different ways to heal us.

So I'm happy and I thank God for the people who invented the medicine. I thank God for physicians, doctors and scientists. They are not my enemy they are my brothers and sisters. I appreciate them and I'm so glad that God has blessed them with the knowledge and wisdom to do the things that they do.

After I take my morning meds, I take some time to journal. I journal every day, I use the Day One App. I have a series of questions that I ask and answer in that app every day about what I've read, what I've done, what I'm thankful for, a bunch of other questions. I originally got this idea for journaling this way from Michael Hyatt, who shared his method of journaling each day, which is very similar.

I've since modified those questions and customized them for my own purposes, but it's a great way to journal. It usually takes me only about 5 or 10 minutes. Sometimes I get a little deeper. If I had something significant happen, a significant revelation or I feel like I heard something from God that was amazing that I want to preserve, then I'll take a little more time to write that out.

Next, I listen to a Grace centered message. This takes a little bit of explanation, as well. Again, if you are not a spiritual person, if you're not a Christian, then adopt this to your own purposes. You could use a motivational message or a positive message about how to improve your life, something of that nature. You could listen to affirmations again, but I listen to a Grace-centered Christian message.

The reason I specifically call it a Grace-centered message is I believe that the Gospel is the Gospel of Grace. That we are completely forgiven and redeemed in God's eyes when we accept Jesus as our Savior and through His abundance of Grace, His unmerited favor, our sins are forgiven, past, present and future.

I don't believe that we have to beg God's forgiveness every day, that we have to ask forgiveness for sins every day and make sure we don't have any sins still on our record or else we'll go to hell. I don't believe that. I don't believe the Bible teaches that. I don't believe the Apostle Paul teaches that in his writing in the New Testament. I believe he was persecuted because he taught the opposite, that we are completely under the covenant of Grace. It's a grant covenant in which we do nothing, God does everything and we're made totally righteous in His sight.

Some people say, "Well, if you believe that, you believe you can do anything and get away with anything. You can commit sin and not be punished for it." Yes, that's exactly what I believe, but I do believe that following the teaching of the Gospel of Grace does not lead us to sin more. I believe it leads us to sin less, but that's a topic for a different podcast so we'll just leave it at that. I

listen to a Grace-centered message every day because I think it's important that we're reminded of the Grace we've been given.

Next, I spend about 10 minutes or so playing Luminosity games. Luminosity games are, again, designed to strengthen cognition in the brain, so I'm working and exercising my brain every day with Luminosity.

Next, I check Mint to check all my financial accounts and see what my balances are, how my cash flow is doing, how my investments are doing, the value of my home and so forth. Mint, I love that service. By that time, I'm two to two and a half hours into my morning routine and I begin to move into my work day.

So after I get out of my morning routine and get into my routine, how does the rest of the day work. Well, what time is it, first of all. Usually, by this time it's 7:00 or 7:30 and sometimes, sometimes, the rest of my family is awake by now. I spend some time with my wife and son, we have breakfast and talk. Most of the time, they haven't risen yet and I'm off to the office. I shower, get dressed, head to the office for the day and then I start creating content.

My goal, although I'm not as successful with this every day as I want to be, but we're working and making it better and better all the time, is I bring more people on to help me with stuff. My goal is to be creating content at 7:00 a.m. and to do that until about noon. That's my peak productivity hours for creating value content and that's what I do. I write, I create content. I speak, I create content. That's my calling in life, to create content.

Then at noon, I have lunch and back around 1:00 p.m. I start with the administrative work that needs to be done in my business, having phone meetings, dealing with email, dealing with filing or documentation, dealing with Comcast about why my Internet is down, whatever the case may be. Around 3:00 p.m., on a typical day, I stop the work process and go to the gym and I'm working out at the gym. That usually is an hour to 90 minutes.

Right now I'm adopting a new variation of the high-intensity workout I've been doing. It would be more apt to call it a high-intensity resistance training workout (HIRT). So I do weights and aerobics and a couple days a week I focus on just high-intensity aerobics. Then three days of the week I am working on resistant and strength training, as well. It's a total of six days out of the week I do that exercise for 60 minutes.

After that, after I've showered and made myself smellable again, around 4:30 or so I'm done for the day. I'm working on nothing but spending time with my family, enjoying their presence, having a meal together, playing with dogs, reading, watching movies, whatever it is we want to do. I'm usually in bed by 9:00 p.m. because, good grief, I get up at 4:00 a.m. What do you expect?

That is my typical day. That's A Day in the Life of Ray.

Announcements

Time for some announcements and a few random pieces of information I promised you earlier in the show. First of all, great feedback we've gotten on the format, the length of the show. Recently,

I started doing 30-minute shows and I got a lot of feedback from people saying they loved the shorter format because I had been doing like an hour to an hour and a half.

You'll notice that today's show is a little bit longer. We definitely are going to keep things tight and to the point, we are moving to a 48-minute length of the show and here's the reason why. This is the first episode we've done 48 minutes and I'll explain the philosophy and reasoning behind going to 48 minutes.

Is it in honor of my friend, Dan Miller, with the 48 Days Podcast? Well, yes, it is. Of course, it's in honor of Dan, but there's another reason, also. The other reason is I want to make the show available for distribution on normal radio, like the radio you listen to in your car. The best way to do that is to make it in a format that is friendly to radio stations. So if you are a radio station owner, manager, operator or you know one and would like to hear the Ray Edwards Show on the radio, you're listening to the first episode that's in radio-friendly format. It is 48 minutes long, with three opportunities for commercial breaks.

The reason this is important, for those of you who might not know why it's important, is a typical radio program has about 48 minutes of content in an hour and 12 minutes of commercials. So I have made this show 48 minutes long, with the ability for the radio station owners, managers or operators to insert three commercial breaks at conveniently-placed locations in the show, that you probably didn't notice as you were listening if you're not into this sort of thing. In those three locations, they are free to put in four minutes of commercials in each slot.

I take no commercial inventory from the radio station, so this show is completely free to you if you're a radio station. If you want programming for your station and you want to run the show at no charge, you don't have to pay me and you don't have to run my ads, people in radio will understand that's usually the tradeoff you make, simply reach out to us at support@rayedwards.com.

We do ask that you ask our permission, that you'd let us know you're running the show. We're probably not going to say no to anybody who asks, but we do want to know where the show is airing so we can talk about you and promote you. So if you want to run the show, get in touch with us at support@rayedwards.com and we'll tell you exactly how it works and we'd be happy to talk about you on the show.

Other Announcements

We have an encore presentation this coming week. This show is being broadcast on June 3, Wednesday, 2015 and coming up on this coming Monday we have an encore presentation of the free Master Class we did this week. It was a huge success, it was very popular. It's called How to Write a Sales Page that Racks in \$10 Million and we will do an encore presentation.

This is not a recording. This is not a replay. It's another live Master Class. We're going to refine it, we have some stuff I want to add in and we're going to do a live Q&A at the end of it. That happens this coming Monday at 4:00 p.m. Pacific Time, 7:00 p.m. Eastern Time. You can register, there's a registration link in the Show Notes. Go to RayEdwards.com/168 and you can find the registration link for that Master Class.

Finally, I promised to tell you how you can get promoted on this show and be exposed to my audience, your product, service, website, podcast, we're having a testimonial contest. Specifically, if you have taken any of my copywriting-specific training and I'm really looking for testimonials about copywriting in this instance. If you've taken any of my copywriting training, if

you've attended any webinar I've done on copywriting technique, if you've taken one of my previous courses on copywriting, if you read my book about copywriting, if you've used any of the things you've learned from me about writing persuasive sales copy and you've made money and gotten results with it, then I would love to use your testimonial in our marketing.

Those who are selected, those whose testimonials are good enough to be selected for this purpose, we will give you the reward of promoting you on this show. You'll be exposed in our marketing and we'll be happy to link to your website and talk about your product and so forth.

Here's the deal. It needs to be a video testimonial shot in nice clear video. You can use your iPhone, Android, Smartphone, it doesn't matter. It doesn't have to be a professional video, but clear with clear audio. It needs to be results-based, not just talking about "Oh, Ray, you're great!" I love to hear that, but that's not what we're looking for. We're looking for examples you can show where you got results.

So make a video and what you want to do is tell the following story: What problem you faced before you met me and received my copywriting training, what would have happened if you hadn't solved that problem, what you did that you learned from me and the specific results that happened afterwards.

You can find all that in the Show Notes at RayEdwards.com/168. You can submit the video by posting it on YouTube and giving me a link to it. If you do that and we use your video, then we'll obviously talk about you and promote you on this show.

Finally, I'd like to ask a favor. I'd like to ask if you'd be willing to help us out and get the show exposed to more people. The way you can do that is by subscribing to the show on iTunes or on Stitcher.com, particularly in iTunes, and give us a rating and a review. That's how more people find out about the show and we can help more people with our message of Prosperity with Purpose.

So go ahead and subscribe now and give us your star rating and a review on iTunes. We will definitely mention you on the show if you put your name in your review. I'll be looking at those each and every week.

Until we meet again the next time, I pray that God will continue to bless you and He will keep on doing for you more than you could ask, think or even possibly imagine. That's the kind of God He is and that's what He does. Bless you and I'll see you back here next week for the Ray Edwards Show.

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