



RAY EDWARDS

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

The 4 Levels of Living that Bring Fulfillment and Success Episode 182

- Sean:** Welcome to the Ray Edwards show episode 182.
- Ray:** That sounds enticing.
- Sean:** It does.
- Ray:** And it's true. I will deliver on the goods, I promise.
- Sean:** Perfect, I look forward to that, and soon you will be invincible?
- Ray:** Well, you've got to read it right. It's like this. Soon you will be INVINCIBLE!
- Sean:** Got it, got it. I always look forward to being invincible. It's my favorite part of the year.
- Ray:** Yes.
- Sean:** We'll also be going over where to find gifts that make people think you're Tony Stark or Bruce Wayne.
- Ray:** Who's dorkier Tony Stark or Bruce Wayne?
- Sean:** Tony Stark.
- Ray:** He is a total dork, isn't he?
- Sean:** He's a dork, but he's a cool dork.
- Ray:** But he's Iron Man.
- Sean:** Right. He's a cool dork, but there's nothing dorky about Bruce Wayne.
- Ray:** No, he's just dark.
- Sean:** Yes, he is. Also, we'll be going over a good reason to come to Spokane to shop or have coffee.
- Ray:** Yes.
- Sean:** It's true. We'll have have an interview with a student and Regency Member, Brian Holmes, on how to break free from the unseen forces that hold you back from success and happiness.

Ray: That's a big promise that we will deliver on and we've got a bunch of things happening in the world of Ray Edwards International, Inc. We'll give you a preview into some of that coming up in just a few moments.

Spiritual Foundations

Ray: Soon you will be invincible.

Sean: Tell me more.

Ray: Well, how about this. I actually originally entitled the segment Unbeatable You, which I did in reference to the movie titled 'Despicable Me'.

Sean: Interesting.

Ray: It's how my brain works. Then I thought well, I'm not really despicable.

Sean: No.

Ray: It's got a catchy song at the beginning of that movie.

Sean: Right.

Ray: And the movie is funny.

Sean: Yes.

Ray: Although, some of the humor is quite inappropriate.

Sean: Yes.

Ray: Yes, but we won't go into that. If you're an adult and you've seen the movie then you know what we're talking about. What do I mean by unbeatable you? Well, I don't know about anybody else. Maybe it's just me. Maybe I'm the only person who has this problem, but sometimes I feel kind of beaten down. I feel beat, defeated.

Sean: That's weird. I've never felt that way.

Ray: See, I thought so. I thought it was just me. Maybe this is just me doing my therapy in public.

Sean: Man, whatever. Whatever works.

Ray: Sean never does, but if you ever feel that way then Evernote to the rescue. What I mean by this is I was looking through some of my notes that I keep in Evernote. When I have little ideas for shows or segments or blog posts I want to write, I just often write a title and a few sentences and I made some notes about my recipe for turning setbacks into comebacks.

Now, you may remember some of this material appeared in episode 007 and again in episode 052. This is just a condensation of that and, really, I want to give you this part

first. It's the recipe for getting out of feeling beaten and then I want to give you a Bible-based affirmation to read to yourself out loud when you're in this condition. I'll tell you more about that in just a moment, but first let's just start with this.

If you feel beaten down by circumstances, bad luck or people attacking you, I know that's hard to believe, that people will attack you, but they do. Just this week I wrote a review for somebody's book and I'll tell you whose book it is. Not Tony Stark's book.

Sean: He wrote a book?

Ray: It's Perry Marshall, who is a lot like Tony Stark only he doesn't have a flying man Iron Man suit, as far as I know. Perry Marshall wrote a book called *Evolution 201* and it's resolving the supposed alleged conflict between Darwin and design. This is a book that I read an early edition of and I've got the new just published edition and I'm reading it now.

What I love about it is it challenges people on both sides of this argument. There really are two sides. There are the "creationists", who are in the extreme corner of creationism. They don't want to believe anything that is labeled science. In the other corner there are the "evolutionists" or Darwinists, who in the extreme corner of that side of the discussion don't want to believe or entertain discussion about anything that seems mystical or religious.

Those are the extremes, so what I like about this book is that it gives people on both sides of the discussion something to think about. It gives people on both sides an opportunity to reexamine some of their premises and realize hey, maybe something of what I've been thinking about this I need to rethink. I think that's refreshing and it's not slanted toward one side or the other. It's just a brilliant book. It's called *Evolution 201*, I recommend you get it. There will be a link to it in the Show Notes. I put it in my 6 Link Saturday a few days ago. By the time you hear this you can go back and look at that from Saturday's post on the blog.

I posted a review of this book and some...I'm just going to say it...cowardly troll decided that they would hijack my carefully-written review with rebuttals not to the book, but to my review. Now, think about that. It's like I'm not even going to attack the book that I have a problem with, I'm just going to attack somebody who reviewed it. It's like a passive-aggressive coward. I say 'cowardly' because they're anonymous.

Sean: Ooh... Yeah, you've got to own your missiles, Tony Stark.

Ray: If you're going to say some of the nasty things that this guy said to me, about me and about Perry, I mean they were nasty. They were name calling all in the name of science, all in the name of logic and reason. It was just a lot of name calling, polemic, signed by anonymous. Here's a tip. If that happens to you, just report them to Amazon and use these words "anonymous troll, please delete" and they will. So, Mr. Troll, if you're listening to my show I guess I'm feeding the trolls. I have mentioned you, but if you're going to say that stuff have the courage to put your name on it. Anyway, people will attack you. That was the point I was trying to make. If you feel attacked or circumstances arise that make you feel discouraged or defeated. This guy didn't make me feel defeated. He just made me feel like I wanted to punch him in the face, but if you feel...

Sean: He made you feel that way?

Ray: No, I indulged in feeling that way. He did not make me feel that way.

Sean: I was going to say, he's pretty powerful.

Ray: Maybe I'm going to edit this part of the podcast out. Maybe this just won't ever find its way onto the show. It probably will. I'll probably leave it in in the spirit of transparency. No, I felt powerful in responding to him and I did and then I decided that the discussion wasn't worth having. It was missing the whole point of the review, so I had them remove it. Anyway, let's get back to what we were actually talking about.

We all face trials in life. We cannot control what happens to us, but what we can control is how we respond and what we believe about what's happened -- the setback or the challenge -- and what we believe about our response. Those things we're in total control of and a lot of unhappiness can be eliminated from your life if you'll stop stressing about things you're not in control of. Do the things that you can control and the rest of it you just have to learn to accept.

Knowing how to face trials proactively is one of the top skills in business. I know this is the Spiritual Foundations portion, but the spiritual stuff that we talk about is supposed to help you in your business. This is one of the top skills in business, knowing how to face trails proactively. Here are the 10 steps from my previous posts on how to transform setbacks into comebacks.

1. See the situation for what it really is.

Don't sugarcoat it. Don't say why, this is great! I just got my arm cutoff, that's fantastic! No, praise the Lord. No, it's not fantastic. When I got the diagnosis of Parkinson's disease I did not jump up and down and say happy birthday to me, because it came a day before my birthday. I did not celebrate it in that way, but I recognized it for what it was. That leads to number two—

2. Remember God's plan for you.

Just reference Jeremiah 29:11 and Romans 8:28, a couple of favorite scriptures that people like to quote. I wonder sometimes if they really receive deeply inside themselves what those scriptures are saying, so just look them up and meditate upon them.

3. Ask good questions, questions that lead to helpful answers.

Here are some examples of bad questions:

- *Why does this always happen to me?*
- *Why can't I ever catch a break?*
- *Why are they always out to get the little guy?*
- *Why did God do this to me, am I being punished?*

Those are bad questions. If you're asking those questions, stop it. Here are better questions:

- *How can I use this?*

- *What can I learn from this?*
- *How can this make me stronger?*
- *How can this benefit other people?*
- *I know that this is not great, but what could be great about it if I chose to transform it into something great?*

Those are much better questions to be asking.

4. Be careful what you think, be careful what you see and be careful what you say.

Be careful what you think because that can lead you into a place called depression and anxiety. Be careful what you see and, for Heaven's sake, be careful what you say. Your words have power, so don't walk around speaking the lies of the enemy and speaking negative things that will seep into your unconscious and cause you to experience the reality of those negative things. Be careful what you say.

5. As you're working through the challenge, notice what works and do more of that.

The corollary is the brilliant, ingenious number six--

6. Notice what's not working and stop doing that.

Sean: That's mind-blowing.

Ray: It is mind-blowing, it is true. It is patented TM.

7. Live in the now; avoid depression and anxiety.

Depression and anxiety, I'm convinced, are time-traveling disorders. You get anxious when you think about what might happen in the future. So you're traveling to one of your possible futures and thinking about all of the horrible things that could happen and you get anxious. It isn't happening now, so why are you anxious about it. It's not here now.

If you time-travel in reverse, you go back to the past and you look at stupid things you've done or mistakes you've made or horrible things that happened and you start feeling condemnation, meaning condemned, meaning judged, meaning found guilty, which leaves you feeling depressed. If you would just be here now doing what you're doing while you're doing it and not doing stuff that you're not doing when you're not doing it then you would no longer be time-traveling and you would be much happier, so live in the now.

8. Move your body every day.

This is tricky because I'm not even just talking about going to the gym, but that's part of it. Go to the gym, ride your bike, walk, run, do some kind of exercise. Break a sweat every day, it's good for you.

This is a gross oversimplification, but there are things called interleukins in your body which have to do with the processes of inflammation and repair. Inflammation is destruction of cells and structures in your body and repair is the opposite of that. The

right amount of inflammation triggers the reconstruction efforts, so that's what happens when you exercise, when you push, when you break a sweat. You're breaking down tissue, muscle and cells in your body to the point that you get the right kind of inflammation. That's why you're sore the next day -- it's your body rebuilding.

The wrong kind of inflammation is kind of the slow-leak inflammation. That's what happens in the background when you sit on your butt and watch TV all day. It's just like a little bit of air hissing out of a tire slowly and then one day you wake up and your tire is flat and think, why did God do this to me?

Sean: Why did He do it? That reminds me of a product that we have used a lot by Shin Ohtake.

Ray: Shin Ohtake. Oh, talk about this, this is a great product.

Sean: Shin Ohtake. It's a workout, it's called Max Workout. He's a student of Perry Marshall, who we were just talking about.

Ray: Yeah.

Sean: He talks about when exercising the intensity level that you need to be shooting for. He says that if you can carry on a conversation while you're exercising, you're not exercising hard enough.

Ray: Yeah.

Sean: Which I love, it's a great gauge. I use a heart rate monitor, that's one step higher. It's funny. I see people at the gym and they're talking to each other when they're on the treadmill.

Ray: Which means they're not really getting any benefit.

Sean: They're not where they need to be.

Ray: No, no. I use a heart rate monitor, too, and a heart rate monitor is great for stopping you from lying to yourself about how hard you worked out.

Sean: That was a great workout, yeah!

Ray: I never broke 110 beats per minute. So a heart rate monitor, I highly recommend it. So move your body every day and not just going to the gym working out and doing the Max Workout by Shin Ohtake, which we highly recommend, but getting up from your desk.

I started wearing a Jawbone Activity Tracker some months ago. It keeps a graph of how much I move during the day and it was interesting to look and see that when I'm at the office, before I got my standing desk and I started using it every day -- those were two different events, when I got it and when I started using it -- the graph would be flat for like four hours. I would realize wow! I didn't move for four freaking hours. It's like I was frozen or something. Don't do that, that's bad for you.

9. Put good fuel in the machine.

I know. Eating is fun. Trust me, I enjoy it. I love it.

Sean: Eating is fun.

Ray: But it's fuel and you need to look at it as fuel, unless you want to look like the Michelin Man. So one day a week we indulge, we have pretty much anything we want.

Sean: Carb day. Sometimes I like to call it Carbageddon.

Ray: Carbageddon. Oh, man, I feel a Def Leppard parody coming on. For the most part, you need to think of food as fuel. Recently, I've been experimenting with being a little bit hungry all the time and I realized I've been overstuffed much of the time because I was never hungry. Now I eat less, I cut my lunch portion in half and I'm a little hungry. I'm learning to enjoy that feeling, I feel like it gives me an edge.

Sean: You know how the Marines say pain is weakness leaving the body?

Ray: Yes.

Sean: Hunger is fat leaving the body.

Ray: Ah, that's why I enjoy it so much. Fat is leaving my body.

Sean: When I'm hungry what I'm hearing is little fat cells going AAAAH!!

Ray: As they should, as they should. Number 10 on how to transform setbacks into comebacks and avoid depression and anxiety.

10. Fill your eyes with solutions.

We have a tendency when we have something going wrong in our life, in our business or in our relationships to fill our eyes with only the bad stuff that's happening. Even if it's not right in front of us physically, mentally that's what we think about, that's what we picture.

Here's a newsflash, folks, Earl Nightingale said it many, many years ago before it got turned into mystical mumbo-jumbo by the secret ridiculous people. He said we become what we think about all day long. If what you're thinking about, what you're picturing, what you're seeing in your mind all day long is the bad stuff that's happening to you, you will get more of that, so don't do that.

I gave you 10, so this is not 11 because that would be a list number that I'm not happy with. I like 10 items on a list or seven items on a list, but not 11 items on a list. Ask me why.

Sean: Why?

Ray: No idea. Just remember that pain is inevitable, but suffering is optional. I know many people have said that, but I believe it originated with Matthew 6:34.

Okay, here is the Bible-based affirmation to read out loud to yourself. I wrote this some time ago in church when I was supposed to be listening to the pastor preaching. John Sunland, I love you. You are a fantastic teacher, you are an apostolic leader and sometimes God speaks to me while you're talking and I have to write it down. So if you see me tapping away on my iPad, that's what's happening.

So I wrote this down and then I realized every statement in here is based on scripture, this is my way of forcing myself to do something I've been meaning to do for months. I've been meaning to get all the references and embed them in the document and I haven't done it yet, so I'm going to read you 'The Creed of the Unbeatable Man' and by the time we post this podcast episode I'll have references to all the Bible references that it came from.

Sean: There you go, putting your feet to the fire.

Ray: I'm putting my feet to the fire because if I don't do it it's going to go out and then people are going to say oh, you lied.

Sean: You don't want that.

Ray: No, I don't want that. 'The Creed of the Unbeatable Man', when I'm really feeling beaten down I pull this out of my Evernote files and I read it to myself out loud. That's key, when you make declarations, affirmations, you should say them out loud. You should, in fact, say them out loud with lots of enthusiasm, volume, gusto and emotion. Here's how you know if you're doing it right, other people look at you like you're a lunatic. Here's an answer to that, too. Just put your earbuds in, have them connected to your iPhone and people will think you're having a conversation on your phone. Then they'll accept that you might be a lunatic, but at least you're talking to somebody else.

Okay, here it goes, 'The Creed of the Unbeatable Man'. When the world would beat me down, when the adversary comes against me, when the darkness seems overwhelming, when the mantle of mediocrity settles on my shoulders and seeks to weigh me down, when the gray and rainy skies won't relent, when the arrows pierce my armor, the bloodshed seems like a tied and the odds seem overwhelming stacked against me, in these times I will remember there is one who is unbeatable. His name is Jesus and I am a co-heir to His legacy.

Before the world was He existed and, in fact, made the world for His purposes. I know that in this world I will have trouble, but I take courage because He has overcome this world. He is never surprised, discouraged, alarmed or afraid. He sits at the right hand of His Father, God Almighty, and as Jesus is in Heaven, so am I in this world. In Him I am free. His spirit, the same spirit that raised Him from the dead, healed the sick, cleansed the lepers, caused demons to flee and set right everything that has ever gone wrong or ever will, that same spirit lives inside me.

The Spirit of God leads me into all truth, sets me free and reminds me that through Jesus I am 100% righteous and worthy to receive God's love. I am a saint and not a sinner. I am the light of the world, the city on a hill, the salt of the earth, redeemed, restored, renewed, raised to life, victorious, powerful, rich, healed, saved, delivered, growing in wisdom and favor with men and with God and heir to the promises of Abraham and his descendents, a son and a friend of God.

Through the finished work of the Cross, I am protected, favored, loved and approved, weighed and found worthy. I am beyond the reach of sickness, death, judgment and condemnation. I may have trouble, but trouble never has me. I am unpunishable, unashamed and unafraid. I am unbeatable and so are you.

Tip of the Week

Ray: Total change of pace... "Ray's Tip of the Week is fun, easy and will make you feel light and breezy. I think we're going to record it and use it from now on. Maybe not, I may listen to it and in retrospect and regret having done it. Okay, it's time for cool, one-of-a-kind gift shopping. I call it 'gift shopping' because that disguises it from the other thing I call it, which is buying cool stuff for myself.

If you can't make it to Spokane to go to Atticus or to Boo Radley's, which you should, it's worth coming to Spokane just to go to those two places. Atticus is a coffee shop, gift shop and bookstore all in one. Yes, if you recognize those names and you think that sounds a lot like character names from *To Kill a Mockingbird* you would be correct. That's what it's based on. Atticus is a fantastic coffee shop, one of my favorites.

Boo Radley's is a weird, quirky gift shop that is definitely worth a trip to Spokane. If you want to buy stuff you cannot buy anywhere else, especially if you want to buy a bunch of 'Dr. Who' things, then that's the place to do it. Vulcan ears, they've got those, too. You name it it's available at Boo Radley's.

If you can't make it here, then check out these sites. There's one called The Grommet. I've got links to these in the Show Notes. If you just go to RayEdwards.com/182, you'll see the links to The Grommet and also to a site called Huckberry. The Grommet is men and women friendly, Huckberry I feel is more like a guy's kind of site. They've got some really cool stuff and you cannot find this stuff anywhere else. They've got a lot of unique gifts, gadgets and handy little doo-dads.

I recently ordered an ingenious keychain there, which I bought in an effort to stop looking like a high school janitor. You know the janitor with like 100 keys and they're on an extendo-leash kind of thing.

Sean: Yeah.

Ray: That's what I looked like much of the time, but I've got this new keychain and I'm trying to figure out how it works because it won't hold my car fobs. That's the only thing that bugs me about it.

Sean: Yeah.

Ray: But it's still cool and there's lots of other cool stuff there. The other thing that I would like to point is that I admire Huckberry's courageous, outrageous opt-in strategy. Just go to Huckberry.com and you'll discover that you have this choice. Either you opt-in to their marketing list or you don't get to shop. I know, right?

Sean: That's bold.

Ray: I so thought you were going to say something else. That is bold, for sure. Check it out, The Grommet and Huckberry. You will find plenty of stuff to like.

Feature Presentation

Sean: All right, here we are with our feature presentation, let's get started.

Ray: That sounds like a big promise.

Sean: Yes.

Ray: What I love about this framework, if I can call it that, is that it can be used not only to think about levels of living, but it can also be used to think about levels of activities or kinds of goal setting, ways to approach challenges in your life or even seasons in your life. You'll see what I mean as we go forward.

What are the 4 levels of living that bring fulfillment and success? The 4 phases of goal achievement is another way you can think of this.

1. Yearning

You should always be yearning for something and I believe that what we're yearning for most is the desire that God has placed in our hearts. I think every one of us has a desire that God has placed in our hearts. Sometimes it's a secret. Sometimes it's a secret even from ourselves, we've covered it up. We knew what it was when we were 5. When I was 5 I had no problem telling you what my desire was -- Starship Captain. I've come to a place in my life where I can still own it. It could happen. It's possible. Something could happen. It's not likely, but it's possible.

God has placed a desire within your heart. Now, at the root of that, really, I've done a lot of inner work on this and so I thought about for a long time and prayed about what does it mean that I wanted to be a Starship Captain? What is it that I really want? What desire has God placed in heart and I know what it is. It's the adventure of discovery. Those words "to seek out new worlds and new civilizations, to boldly go..."

Sean: Do you believe in aliens?

Ray: Oh yes, I do. "To seek out new life and new civilizations", it's discovery. It's to go where nobody has gone before, at least where I've never gone before. That is what's at the heart of the desire that I have in everything I do, in the podcast... Lots of podcasters will tell you yeah, Ray has definitely gone where nobody has been willing to go. He's gone where people are afraid to go.

He mixes spiritual stuff and business stuff and tech, geeky stuff. I think I may change the slogan in my podcast and just call it 'The Weirdest Podcast Online', but maybe not. I've looked in the podcast store and there are some that are definitely weirder than mine, for reasons we won't discuss.

What are you yearning for? Talking about the desires that God has placed in your heart, maybe that's too grandiose for you. You can also be yearning at a much -- this is going to sound judgmental, I'm not making a value judgment, I'm talking about altitude -- lower-level yearning, a lower-level yearning.

At the lowest level of yearning you might be yearning to run down the hall and go the bathroom right now. That's a yearning. Boy, I really need to do that.

Sean: That's an overpowering yearning.

Ray: It will eventually get your attention, one way or the other.

Sean: Yes, it will.

Ray: You might, on a little higher level, be yearning to go take a hike to a gorgeous mountain summit that's near where you live. That might be a yearning you have. That's a little bit higher level. Again, I'm talking altitude not value judgment. You might be yearning to somehow make a difference in the world and help take care of people who are poor, starving, being abused, who are victims of some kind of abusive regime or something like that. Again, that's a higher level yearning, but something you're yearning for. Maybe it's just as simple as selling your product or starting your online business for. Maybe it's just as simple as making some money to feed your family. That's a yearning. They're all valid, but you need to be yearning for something. That's level No. 1. Level No. 2 is--

2. Learning

Always be learning. If you're not learning let me tell you what's happening. Physically, neurologically, it's proven...

Sean: It's science.

Ray: Your brain is actually shrinking. Your intelligence is a function of how many neuronal connections you have in your brain. Those little connections between brain cells – neurons – the more of them you have, the smarter you are. The fewer of them you have, the dumber you are.

Sean: That stuff is interesting. I was just watching a show recently called 'The First Peoples', a truly interesting show that deals with how humans became humans and how we colonized the planet and one of the guys made an observation that said cavemen, who are still modern humans, but way before modern times, their brains were bigger than ours because they had to remember to do more things individually.

Ray: That is interesting. I have to see that show. You realize that what we've done now by bringing up Perry Marshall's book and then by talking about what we just talked about we're going to get flamed from people saying "I thought you were a Christian!"

Sean: Right.

Ray: "What are you doing talking about that satanic science stuff?" So now I've just made all those people mad at me and now all my friends who are rationalist atheists are like Ray, I love you. But, man, could you just give up on this fairy tale stuff. I'm a puzzle to everybody. Really, bigger brains?

Sean: Bigger brains. We don't have to know as much because, as they put it, we can live off each other's intelligence.

Ray: Some would say now that we have iPhones and Google we're getting even stupider.

Sean: Well, there might be something to it.

Ray: There might be because I no longer remember any Bible verses, I have to look them up on Google.

Sean: Right.

Ray: So, back to my point. You need to be learning something because when you're not learning the thing that expands the number of connections in your brain... By the way, here is some science you were taught, many of us. Now, maybe you weren't. Were you taught in school that as you get older you lose brain cells and they can't be replaced?

Sean: I was taught that.

Ray: Okay. You are a Millennial, aren't you?

Sean: Yes, I'm on the front end of the Millennials.

Ray: You're one of the smartest, most accomplished, most admirable Millennials I know and it totally has nothing to do with the fact that you're my son.

Sean: No, nothing.

Ray: So we were taught in school that we lose brain cells as we get older and you can't replace them and that, it turns out, is wrong.

Sean: Right.

Ray: You can grow new brain cells, guess how you do it? There are two ways you do it and it's two things that many people don't like to do. One is exercise.

Sean: What!

Ray: Yes. Yes, exercise. Break a sweat every day, for the rest of your life that's your assignment.

Sean: I can't carry on a conversation.

Ray: Exactly. Number two, you've got to think. You've got to use your thinker.

Sean: That's amazing!

Ray: You've got to learn stuff.

Sean: That's crazy.

Ray: "You mean I got to learn me some stuff? That's funny, I don't care who ya' are." But the two things are exercise and learning and not just learning anything. You could learn things that are useless or you could actually learn things that are wrong, as in morally wrong, but I'm talking about things that help you steward the gifts you've been given.

For me, that would include how do my gifts fit into the Plan. That's Plan with a capital P. Yes, I think there's a Plan, which means I think there's a Planner, also with a capital P.

There's a whole level of discussion we could get into about predestination, do we have any freewill, do we have any free choice about what we do and how much of our life are we responsible for, but I think there's an overall Plan. God will always achieve His ends and He's assigned a portion of it to you and it's a great portion, it's the portion that maximizes all of your potential so that you will feel fully actualized. I think there comes a moment where you realize yes, this is why I'm alive. But you can opt-out of that program and you could end up fat, sick and eventually dead. Just something to think about...

So learning to steward the gifts we've been given and how we fit into the plan. So if you're a writer and you know that you're a writer and that's one of the gifts you've been given you need to steward that. How do you do it? You take writing classes. Okay, here's another shocker, you write. I'll never forget the time your mother, Sean, my wife Lynn...

Sean: Yes.

Ray: I was whining to her one day. Yes, I used to whine. I don't ever do that anymore.

Sean: No.

Ray: Never.

Sean: Never.

Ray: But in the olden days I did occasionally whine. I was working a full-time job and one day I was talking for probably the hundred-thousandth time about how I really just want to write. I just want to be a writer. She finally turns to me in a moment of frustration, which never happens, hardly ever does she ever get frustrated with me, but in this moment she was a little bit frustrated and she said "No, you don't. You don't want to write. I said, what do you mean? I don't think I said it that nicely. I might have said it in an entirely different tone of voice and volume. But she said, "If you wanted to write, you would. You want to watch TV and you seem to be able to do that." Hello.

Sean: Hello.

Ray: Conscience, meet reality. Okay, so number one is yearning. That's the number one level of living that brings fulfillment and success. It's also the first level or phase of goal achievement. You can use it either way. No. 3 is the earning phase.

3. Earning

In business, this is where we're earning profits and money. Actually, just as a general overall principle, we're earning the rewards that come from using our gifts to benefit others. Now, this gets into some windy, twisty thinking. Many of you know that I'm a big fan and proponent of Ayn Rand and her philosophy of objectivism and many of you are puzzled by how you reconcile that with Christianity. Well, I think they fit together nicely, if you look at it from the right perspective, but that's not the point of this podcast.

What I will say is this. We all operate based on rational... Okay, wait a minute. If we want to be happy, we will operate based on rational self-interest. If we want to be unhappy, which many people are masters of this, we'll operate on the basis of irrational self-interest. Irrational self-interest sounds like this. The world owes me something. They owe me a living. You should take care of me. The government needs to pay for my health care. The government needs to make sure that I have a good place to live. The government needs to make sure I have a job. Those politicians should create jobs for me.

Sean: That's right.

Ray: I don't know how they do that.

Sean: Hey, I don't know how they do that either, but that's what they should do.

Ray: Totally.

Sean: Just tax the rich.

Ray: Yeah, of course. They can afford it.

Sean: Just tax the rich to make jobs.

Ray: They've probably abused a lot of people getting there anyway.

Sean: Yeah, right.

Ray: Evil rich people who make jobs and things that we use, like computers we're using to make this podcast. That's the way of irrational self-interest. It basically says I want what you have and you should give it to me because I want it and, also, because I'm pointing a gun at your head.

Sean: Right.

Ray: Rational self-interest says if I serve other people and help them solve problems they have, I'm giving value to them. In fact, I'm creating value in their life and they will in turn reward me by exchanging value they have, often in the form of money.

Sean: Dollar bills.

Ray: Gimme dem dolla bills, wo we exchange value for value, we're earning the rewards that come from using our gifts to help other people. The reason I went into that explanation is I don't want anybody to walk away from this saying, "Well, Ray said that I should use my gifts to help other people, which means I should not be interested in making any money."

Sean: No.

Ray: "I should just sell all my possessions and live in a box under a bridge so that I can help other people." Here's the first requirement of helping the poor. Don't be one of them.

Sean: Don't be poor.

Ray: That's the first step. We'll get more into that in weeks to come, I promise you. So the 4 Levels of Living that Bring Fulfillment and Success, No. 1 is yearning, No. 2 is learning, No. 3 is earning the rewards that come from using our gifts to benefit others. I bet you're about to ask me a question. You're probably about to ask me what is No. 4.

Sean: What is No. 4?

Ray: I knew it.

Sean: You were reading my mind.

Ray: I totally read your mail.

Sean: I don't know how you knew that.

Ray: I'm just that good.

Sean: You're good!

Ray: I have discernment.

Sean: So what is No. 4?

Ray:
4. Burning

Sean: Like not using enough sunscreen?

Ray: Wrong.

Sean: You are the weakest link.

Ray: No, burning in two different ways, burning first with passion. Now, some people will argue with this and they'll say you shouldn't worry about whether you're passionate about what you're doing or not, you should just worry about whether it makes money or whether it's practical, helpful or useful. You shouldn't worry about all those things, you should consider them.

I think, as I said earlier, we were given desires that God placed in our heart. We should learn and steward those gifts, we should earn the rewards of doing so and if we do all that I believe we will be burning with passion, we'll be excited. It's the thing you do that when you do it you come alive. Like when I'm doing these shows I come alive. When I'm teaching people how to write powerful persuasive copy that sells their products and services I come alive. When I'm talking to people about marketing I come alive.

These are the things that I love and it all fits, by the way, with my deepest desire to discover, to explore. I like exploring ways to do these things that I just talked about. So you should burn with passion and like the fires of Gondor that were lit and elicited the response...

Sean: And Rohan will respond.

Ray: Yes! "I do not want war, but war is upon you whether you would have it or not." Okay, we'll stop quoting *Lord of the Rings* for the moment, but never for long. Burning like a fire, like the light of God is inside of us, the Divine Light, if you're more comfortable with that way of saying it. There's an inner glow about you because you're shining like a beacon, if you will, like a distant and long-sought city on a hill calling others to come home. That's how you should be burning, like a beacon, like a light, a light that will be a help to you in dark places.

Sean: I thought you said you were going to stop quoting *Lord of the Rings*.

Ray: You who are listening you didn't notice what just happened. Okay, so the 4 Levels of Living that Bring Fulfillment and Success, the 4 phases of goal achievement are... Let's see if you're paying attention. What are they?

Sean: They are **yearning, learning, earning and burning**.

Ray: Wow! It's like you took really good notes.

Sean: I know it's like that. I'd also like to point out that you used reverse alliteration there, otherwise known as rhyming.

Ray: Reverse alliteration, rhyming. I did, didn't I? I've got a new thing.

Sean: Y'all reverse alliteration.

Ray: So there you have it, those are the 4 Levels of Living that Bring Fulfillment and Success. With that you know what it's time for, it's interview time. Woo-hoo!

Sean: Yeah!

Interview with Brian Holmes

Ray: We're doing it right here on our computer machine, interviewing people. These are people who, like you, at one time were yearning to make the leap to start their own business, to get their own project going, their own passion project and they've done it. We like to talk to them and find out how did they do it, what were their struggles and how can you learn from those experiences.

Today's interview is with Brian Holmes, who happens to be a member of our elite Mastermind group, the Regency Group. He's a good friend of ours and a student. So, Brian, welcome. Why don't you start by giving us your quick story up until today?

Brian: Well, sure. I've spent the last 26-27 years of my life working in some form of vocational ministry, that being some sort of position in a local church setting and I've enjoyed every moment of that. The truth is my heart is to develop people. It's always been about people for me.

My life story is such that not too many years ago, 15 years ago well into my adult life, I had a major transformative moment where a lot of things from my past were finally reconciled, healed and resolved and a lot of great things happened. That really

changed the trajectory of my thinking toward a career, vocation and my work. I began to see more and more the need to develop people, to work with people in the areas of personal healing, personal discovery, personal development and getting them deployed and active in whatever it is they're in the earth to accomplish.

I guess maybe three or four years ago we felt as though we were being led by God to shift our focus away from a four-wall approach to our work and really take a message out to the world in a different kind of way. We've since, of course, launched our podcast, we have done a lot of work with our blog and various video courses and we're about to launch a very strategic course right now. In the coming weeks and months, we're going to launching a local expression of the Strategic Living Institute here in Dallas-Fort Worth and that's going to eventually begin to spread to chapters around the country and around the world.

So it's just been an interesting time for us and I will tell you it's been a little hairy every once in a while because we've not always been comfortable leaving the familiar and stepping into what seems to be a blank page, but I'll tell you what, it's been a beautiful thing. Every time we've felt prompted to take some step of faith we've done that and we've always landed on the next step, which has been a great thing.

Ray: What's been the scariest thing about it? You had kind of what people, I think, would view as a traditional role as a pastor in a church and then you felt drawn to leave that and start this new venture Strategic Living. Let's start with the name. What does that mean Strategic Living?

Brian: Well, there are four cornerstones to a life that is strategically being walked out. I mentioned those a moment ago, personal healing, personal discovery, personal development and personal deployment. What that really means to me is that most people seem to go about their life without a plan, without a real clear idea of who am I, why am I here. From my particular world view, why did God create me? What's the purpose for which I'm in the earth in this particular season? Why 2015 and not 1932?

There's something that each of us bring to the table that's so powerful and so needed. There is some need in the world that you can actually speak to and actually bring something to the table on. I find that most people have not taken the time or really been taught how to go through the process of reconciling any issues they have brought from their past, receiving the kind of internal healing and resolve that needs to take place so they can see their future the way God sees it, then discover their gifts, talents, skills, abilities, their purpose, mission, vision, all those things we talk a lot about.

More than that, maybe focus on just the heart. What is it you want to do? What drives you? What is burning in you? Then, of course, once we've helped those to discover that we want to take a season of time and help develop them, equip them, pour into them, build them, so as they engage that particular assignment or that particular task they do so with great confidence, great skill, great competency and they do so with great effectiveness.

Really, our focus now is to help people in a very holistic way find their lane and run in it with great success.

Ray: I'm going to push back a little bit, a little iron sharpening, iron honing.

Brian: I would expect that from you.

Ray: Do you think everybody has that kind of mission or are there some people who are just meant to sit on a pier and fish?

Brian: Well, I suppose if somebody wants to sit on a pier and fish and they get great joy and satisfaction out of it that they ought to just do it. My real deep belief is that, on some level, every person has something to contribute. It might not be to be the president of a country or to be a senator, a congressman or a professor at a college, it might simply be that person that's an encourager that actually comes along side of people and just says hey, man, you can make it. You can do okay.

No matter how small or how great we perceive that task or assignment to be, the truth is whatever it is for you it's big, it's real and it's meaningful to someone.

Ray: I think that's absolutely right. There's a lady who works at the dentist office that I frequent and she's a little more mature than most, I'll put it that way. I was talking to her about what she does on her time off when she's not working in the dentist office and said, "Well, every weekend I go to this nursing home that's just down the street and I just visit with people. They're so grateful to have somebody spend time with them because their families don't and they feel like they're alone and they feel like they're abandoned." I thought how powerful is that? That's as powerful as the biggest mega church ministry because those people are feeling God's love through this lady.

Brian: Absolutely. It's not about the title, it's not about the position, it's about the effectiveness and the obedience of just being the person God has created you to be and someone needs what you have. That's the deal right there. That's the whole ball of wax right there.

Ray: Now, as you made this change, it's a big change you made, was it scary?

Brian: Yes and yes, it is. I have to say and your audience will certainly understand this, God has been very gracious to my wife and I and the way this process has unfolded for us in the last few years it's just been nothing short of miraculous. As far as provision is concerned, it's been there and as far as everything being in place. It's just been a great transition.

However, what has been incredibly scary for me, Ray, is making the step into a place that most are not familiar with, that most don't understand. It's scary because I've always been the kind of guy who needs relationships and maybe to a fault I have, in some ways, been co-dependent on people's approval and what have you and I was really frightened by the prospect that some people might not go with me. Some relationships might not be there after the transition.

You know, that's really borne itself out. Some people are not with me today and we're not even finished going where we're going. I will tell you this. For every person or family that maybe we've lost connections with, there's been someone else that's stepped into that place and added value in such a way that it's brought strength, confidence, growth and development to us. It's just been a great thing.

But, yes, it's scary to leave what you know or something that you've never put your hand on and never tangibly got a hold of. We are creatures of habit, but we are also

creatures of comfort and we want to be comforted by what's familiar to us, even if that has already played out its life and it's done. It's dead really, but sometimes it's easier to hold on to a dead thing than it is to just walk on to a new life. That's a scary place, but it's worth it I'll tell you that.

Ray: Well, a dead thing won't struggle with you.

Brian: Oh boy, that's good.

Ray: I was listening to a motivational speaker just the last few days and he said one of the things you have to learn how to do in life is plan for the unexpected. I just laughed because how do you do that. You didn't expect it. It's unexpected, so how do you plan for it.

Brian: It's like a moving oxymoron. How do you plan for something that you don't expect to happen? Hello.

Ray: I know that you and Sabrina are very close and you have a very healthy relationship. I've seen you in the context of your family. You can just tell when you're with people at the dinner table with family, you know whether there are hard edges or whether things are loving and open and accepting. How have you been able to preserve that through what for many would be a trying time as you leave, if I can call it this, a job, you start a business and you launch out on this new venture. How has that gone? Was there any part of that that was difficult?

Brian: There've been a number of places that have been the proverbial bump in the road, so to speak. I think the strength of our relationship, albeit not perfect, is that we decided together a number of years ago that we would walk this out together. We decided that even when we didn't understand fully where we were going, we would walk out this life in faith and we would do it as one. That's something that I feel like a lot of married couples need to hear.

I know that we live in an age where everybody is going a thousand miles an hour in 10 different directions and we all have our emphases within the context of the family environment, but if I can encourage husbands and wives to not just be on the same page. It's more than about agreement, it's really about oneness.

A few years ago, my wife and I were blessed to go on a time together, a retreat together away. It was right in the middle of this process for us and God really sealed some things in our hearts so that we could have a particular grace to walk this out together. That's what we're doing and it's not always easy. I wouldn't dare to say that. It's not always easy and it's not always something we get along about, but the fact is that we have a basis on which we come back to and that is that God has called us not as individuals but together and we're going to walk it out together.

Ray: I love that. I love that. We've had the same experience in our marriage. For us, everything starts with the covenant we have. As a married couple we're bound together, so coming apart is not an option. Everything starts from there.

Brian: Yeah, not an option.

Ray: You are bringing your message and your work into the marketplace, the secular world, if I can call it that. You and I will smile and laugh because I don't believe there is a separation between secular and sacred and I think you feel the same way. But a lot of people see it that way, so how does it look when you take the kind of inner healing and the sorts of things that you're bringing to people into a business environment?

Brian: It's a great question. I find that people are the same all over the world in every context. Whether it's the family environment, the office environment, the gym you work out at, people are people and people have needs, people have hurts, people have wounds. We feel like we bring a holistic approach with the four cornerstones, but I will tell you that we begin with personal healing and that's one that's often not talked about in the marketplace. We talk a lot about personal discover, gifts, talents, skills, abilities and personality styles. We talk about that stuff a lot in the marketplace, but we don't talk about this personal healing aspect.

Interesting enough, the last six months I've been on numerous interviews on podcasts, radio programs, TV. A lot of these are business entrepreneurial podcasts and it is incredible to me the spike in interest, real legitimate interest when you begin to talk about look, man, it's not just how well you perform today on your job, it's about what is the condition of your heart because at some point your performance is going to be limited to the condition of your heart and what's going on in the inside. People resonate with that no matter where I talk about it.

Ray: I'm excited to talk about this because I believe the reason is we've been through a period over the last few decades where the self-development, self-improvement, personal development movement has been born, it's grown up, it's aged, Baby-Boomers have passed through it. They've seen it and they've realized it didn't bring them the answers they needed to feel fulfilled and they realize there's something inside that's still holding them back, some kind of inner conflict or something like that.

I know that your work is based on the foundation of getting that inner healing first, healing your heart, so could you talk a little bit about what it is that has people bound up or stopping them from getting what they want in life.

Brian: I will just share with you that I come from the school that we are really a three-part human entity, we are spirit, we are soul and we are body. We have a spirit, we are a spirit really. We have a physical body, but there is this component that's called the soul and that's our memories, our belief systems and all the things that we've grown up to "know".

Ray: Now, let me just interject because for some people this is going to be a new idea. A lot of people think the spirit and the soul is the same thing and you're saying that they're not.

Brian: My personal reference point is that they're very distinct and very different. From a Christian world view, I believe when we're born again the spirit of man is regenerated and redeemed, but the soul of man is the place where the will of man is. God doesn't necessarily impose Himself on our will, He allows us to govern that part of our life willfully or un-willfully. It's where those emotions, the beliefs, the old wounds, the old hurts, the disappointments, the ways of viewing life, those things are held.

We all know that as a man thinketh, so is he. What's happening internally is going to always govern the results we see on the outside. Gosh, this example may be old, but you could have people like a Tiger Woods who is just incredibly talented and maybe the most incredible golfer to ever walk the planet, yet at some point the internal struggles catch up with the external talent and ability and it short circuits our ability to perform on the real stage. My contention is, Ray, that we must deal with these internal issues, otherwise we will never realize the full potential of how we were created and why we were created.

Ray: Absolutely. I think many of us have demonstrated through our own attempts to deal with those things that no amount of psychotherapy or medication solves those problems.

Brian: Absolutely. In fact, medication I believe can compound the problem because over time really what you're doing is medicating a symptom. You are not dealing with the source or the root issue of the system and, therefore, it's really prolonging the limiting results that you're getting in your life.

Ray: I'm going to say something now that will freak some people out, but I just discovered recently the root word from which we get pharmacy and pharmaceuticals. You know what it means?

Brian: Yes, go ahead.

Ray: Sorcery.

Brian: Yes, it does. It's rooted in sorcery, it is.

Ray: Hey, take that and do with it what you will, my friends.

Brian: People medicate different ways, Ray. Some people medicate with prescription drugs, some with illegal drugs, illicit drugs. Some people medicate with pornography, with sexual promiscuity. Some people medicate with whatever, entertainment. But medicating on any level is simply prolonging the inevitable.

I find that if I have a disease in my body or if I have a severe injury that doesn't get treated at its baseline then infection is going to set in. I may be able to put a band aid on that, I may be able to make it look okay on the outside, but at some point that thing is beginning to rot and decay. The life that is there is diminishing quickly because even though I've got it looking good, below the surface it's really dying. That's a real problem with a lot of people.

Ray: So how do you help people deal with these things?

Brian: It's a great question. We have a number of things that we do, practically speaking, as far as courses that we teach, seminars that we do. I guess the simplest way to put it is I like to walk someone through the process of discovery. By the way, I can't, you can't, we can't, no one can help anyone who is not willing and open, to really be honest and transparent with themselves first, with the Lord and then with others.

The point is, once somebody gets to that point where they're ready to get some help, I walk through through some processes to help them to discover where the hooks are.

Where in your lifetime were you injured? In my case, it was at 11 years old. I experienced something very tragic, very harmful, very painful and I can trace it back there, but for 22 years I didn't trace it back there because I had band aided over it enough to where I had stuffed it away to not have to look at it.

That's what a lot of people do, but we help people to discover, uncover I suppose would be a better way, to uncover what's really been holding them back. Once it's uncovered and in the light, now we can deal with it. Now we can actually do some therapy, some work, some processes to get that healed, to get that reconciled, to get it resolved once and for all and then begin to build on a new foundation.

Ray: I know you do these live events where you work with people and you have the book, which is called *The Ties that Bind*, but I'm really excited about something you have that's becoming available online and should be available when this episode is published. Can you talk a little bit about that?

Brian: You bet. We are launching The Ties that Bind Course or really our online program here in just the coming few weeks. This whole program was born out of my own experience of walking out healing beginning in the year 2000 when my wife and I really came to a crisis place not only in our marriage but as individuals and we were able to get some help.

As we processed through that, we began to learn and understand more about this soul deal. We began to also discover there was something called soul ties, unhealthy connections that we have to past events, to past circumstances, to people who have been in our lives in previous seasons under various auspices. I'm not saying that all soul ties are unhealthy, however, the ones that are unhealthy can destroy a person because those things that are attached to our lives actually cause us to experience some of the same symptoms other people are experiencing.

We've been teaching this for years, the book has been released for about 8 years, but now for the first time we're bringing that training, the actual video and process training online for anyone all over the world to take at their leisure and we're just so excited about that.

Ray: Where can they find that?

Brian: I'll tell you what I'm going to do. I think your audience is going to be maybe the first to have access to it, which is crazy. We hadn't planned that, but I'm honored. It's awesome!

Ray: I'm excited about it.

Brian: Just go to BrianHolmes.com/ray that will direct you to an information page about the course. Certainly, if you have any questions about it we'd love to answer that for you.

Ray: Cool. Let me just say that you won't be disappointed. You need to look into this. I believe we all have things in our history that cause these internal conflicts, things that have plagued you all of your life maybe and you've never understood. Why can't I get over this or why can't I stop this particular behavior or why do I keep self-sabotaging or why am I always sick, there's a reason and you're not going to psychotherapy your way out of it and you're not going valium your way out of it and I believe this will help you.

I've seen the results of you working with people. You were on this show once before and it was one of the most powerful episodes we ever had. I still have people to this day who email me and leave me messages and say "I'm so glad that you interviewed. That was just for me because it spoke directly to me." I don't tell them that there are a hundred other people that think it was just for them, too. It's really exciting. What will people find at just your main site BrianHolmes.com?

Brian: We try to serve people in several ways there. We do something called Monday Mastery. It's just a short video segment every Monday on leadership, on personal development. Well, really, we deal with those four cornerstones in little bite-size pieces and that's every Monday. Every Wednesday or so, we put out a blog post or some kind of a quote or inspirational thing to help people along in their week and along in their development. Every Friday, we post our podcast episode The Strategic Living Podcast. I'm approaching episode 100. In fact, I think the week this episode airs might be my 100th episode.

Ray: Awesome. That is awesome. One of the things that I love that I'll point out is a lot of times people talk to me about starting a business online and they say, well, the only way you can make money online is by selling stuff about how to make money online. I'm like no. You haven't even seen the tip of the iceberg.

Brian, your site is an example that there's a wide open range of things that people can do, including what most people think of as "soft topics", like helping people with their inner emotional turmoil, which I don't think is a soft topic at all. It's very hard for most of us. Most people think you can't build a business on things other than money making. Yes, you can and your site is a great example of that and you've done a great job.

Brian: I appreciate that. My philosophy goes back to what Zig Ziglar said many years ago and I'm sure I'll get the quote wrong, but the basis of it is serve people, just serve people. Find a need, serve people and the remuneration for all of it will come, I really believe that with all my heart.

Ray: I think the way he says it is you can have everything in life you want if you will just help enough other people get what they want.

Brian Holmes, a scholar and a gentleman, thank you so much.

Brian: Absolutely.

Ray: We love you, Brian.

Sean: Brian is a great guy.

What to Do Next

Sean: Each week we plan to feature an entrepreneur who has made the jump into having their own business. We'll talk to people of all levels of success, from those just getting started to those who are achieving extraordinary things already. If you know of someone we should interview, please let us know by sending an email to support@rayedwards.com.

You have some pretty exciting news, don't you, dad?

Ray: Yeah, we've got a lot of stuff going on and I just wanted to give you some teasers and some info. First of all, as this episode publishes on Wednesday the 9th of September, if everything goes well in our absence in the automated publishing system, we will be in Redding, California at the Heaven in Business Conference. We'd love to meet you there if you're going to be there. It takes place today, Wednesday the 9th through Friday the 11th of September.

Coming up, we've got the big public launch of the Copywriting Academy, the system that teaches you to write copy that sells your products and services online. That will be coming in the next few weeks.

I've got upcoming appearances on some pretty well-known podcasts. I'll be showing up on the Pat Flynn Smart Passive Income Show and on Entrepreneur on Fire with John Lee Dumas. I've got to drink a lot of caffeine before I do that.

Sean: That's right. You've got to get ramped up.

Ray: I've been listening to his show a lot lately, he is energetic. He is just one fireball of energy. I'll also be appearing on the Podcast Answer Man Show with Cliff Ravenscraft, we'll be at PLF Live (Product Launch Formula Live), hope to see you there. We're opening up soon applications for Regency Mastermind II and, finally, I've got something I'm really stoked about. It's my passion project and I'm going to code name it The Prosperity Practice. I can't tell you anything more about it right now because we're out of time, so you'll have to wait to find out what that is. The Prosperity Practice coming up in the next episode, maybe.

Sean: All right. You can find the Show Notes for this episode, including a transcript, by going to RayEdwards.com/182. If you received value from this show, please consider subscribing, giving us a rating and writing a quick review in iTunes. The reason is this helps make our show my visible to people just like you, people who might benefit from what we have to share. We appreciate your help in doing that. Any parting thoughts?

Ray: Actually, yes. I've got a couple of quotes I would like to share that I think are appropriate to the material in this week's show.

- The first one is from Dan Sullivan who says, "*All those things that seem to oppose our goals are actually the raw material for achieving them.*" I think that's powerful, if you really think about it deeply.
- The second quote comes from Seneca, the Roman statesman and stoic philosopher who was born right around the time of Jesus. Seneca wrote, "*True happiness is to enjoy the present without anxious dependence upon the future.*"

Sean: That's good.

Ray: Now, think on that.

Until next time, I pray that God continues to bless you and does great things for you beyond what you can ask, think or even imagine.

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