



How to Achieve your #1 Goal with John Lee Dumas Episode #199

Feature Presentation

Ray: John Lee, it is such a pleasure to have you on my show, I can't believe this is happening it's like a dream come true.

John: Ray, there are few people I'd want to be spending a Thursday afternoon with besides you, so thanks for having me on.

Ray: You are welcome. There's something I want to thank you for that you did not see coming, even though we were talking before we got started. Do you think you know what I'm about to say.

John: I have an idea but go for it.

Ray: I want to thank you for serving our country. My dad is a Marine and my brother is a Marine and my uncles were in the Army. I did not serve in the armed forces, I did not have that privilege, but anyone who does... I was on your website reading your story again and I just thought I've never said this to you so I want to do it publicly. Thank you.

John: I did not see that coming, Ray. I appreciate your appreciation. I am very proud of my service and I love when I get to congratulate and thank other veterans, because it is important to what we have in this world today.

Ray: It is important. We're going to talk about freedom today, which is what got me on this track. I was thinking about freedom. You defended freedom as so many have and I'm so appreciative of that, so I thought what would be a fun twist, I think everyone in the world knows who you are, but just in case the two or three people who are listening don't know your whole story, I would like to have you give the bullet point best scenes of what led John Lee Dumas to where he is today.

John: Absolutely. I will respect your listeners, so I will be concise and to the point. My story started in a very small town in Maine. I spent the first 18 years of my life there and then when I went to college it was on an Army ROTC scholarship. I spent four years training as a cadet and my senior year was 2001/2002, which made me a senior during 9-11. Because of that I was the first class of commissioned officers post 9-11 in 2002.

When we were commissioned we knew from that day forward that we were in the real Army, not the peace time Army. It wasn't what we signed up for, but we always knew that was a possibility and we took it in stride. I spent the next four years as an active duty officer with a 13 month tour of duty in Iraq as a platoon leader. I was in charge of 6 tanks, 16 men and I was an armor platoon leader, so it was the M1A1A Rumson. I did 13 months

in Fallujah, Habeneah, Aramite which, if people can bring themselves back to 2003/2004, those were the hot spots, so we saw a lot of action.

Something I never shy away from talking about, because I believe it's so important to honor those who have given the ultimate sacrifice but of my platoon, four did not make it home. So a very small platoon numbers wise, which is like 20% of my platoon did not make it home. They gave that ultimate sacrifice, so it was a very tough 13 months for me as a 23/24 year old. It was a trying time, but I will say that it did set the tone for the rest of my life, to be thankful for what I do have, to be present in every moment and I spent the next six years post military after my active duty time was over, striving to find what was right for me.

And I didn't succeed, by the way, I was struggling. I went to law school and quit. I went into corporate finance and quit. I tried commercial real estate and quit. I wasn't willing to live a life that wasn't inspiring to me, because I saw how precious life was during that 13 month stint in Iraq. At 32 years old I had this little aha moment to launch a 7-day a week podcast called Entrepreneur on Fire. I was mentored by someone you know and love, Cliff Ravenscraft, the Podcast Answer Man.

Ray: Yes, love that guy.

John: He was my original mentor, along with Jamie Tardy of the Eventual Millionaire, and with the help of those two studs in the podcasting world, I launched EO Fire back in September 2012 and as you and I are talking, we've recorded over 1200 episodes. We're consistently generating 1.3 million listens per month. We've done 25 million listens in total and we're producing a solid revenue around the business as well, which we share via our monthly income reports and we're having a blast doing it.

That's my snapshot story and where we are today.

Ray: One of the things I love about the way that you run your business and your podcast, and you have your income reports and you're so transparent, there's nobody looking at John Lee Dumas or EO Fire and saying, what's the real story? How are they doing this? Because everything is so out front for you. You put it all on the table, so I'm wondering, was there ever any moment of hesitation about sharing as much as you do share? Did you ever say to yourself, I need to hold some of this back, so people don't steal my secrets?

John: There wasn't and I can tell you why. I'm a huge believer in that we are all standing upon the shoulders of a giant. I learned from those who have come before me. There have been people that have come after me in the podcasting world that have learned from me and I love that. For me, some of those people that I was learning from were people who had their individual podcasts that were out there, but one person in particular whom I resonated with early on, who has since become a great friend is Pat Flynn.

I know you're close with Pat. He's such a great guy and he has become a close friend in San Diego, a town that we share. I saw, back in 2010/2011 he was posting his income reports and that was when I was first like, what is this online entrepreneur thing, because obviously traditional corporate is not for me. Law school, corporate finance, commercial real estate isn't for me, so I was looking around to see what was for me and this online entrepreneur thing kind of made me interested, but I was skeptical.

I was like okay, are these people scamming, what is this online? I know a lot of people today who approach it very cautiously, which is a natural human thing to do, but when I stumbled across Pat Flynn I said this guy is a great family guy. He's genuine and honest. He's delivering value and by doing that he's generating revenue, which he's showing to us and that was unbelievable. So I made a pledge at that moment saying, if I ever get to the point where I can show others the ways I'm doing it I'm going to give it all away.

I don't want people out there not to have the opportunity to say hey, I can do it because John's doing it or Pat's doing it or Ray's doing it, I want them to say hey, I see some good guys that are out there, some great ladies out there who are doing good things. And, because they're doing it the way I want to do it I can get out there and do that. So, for me, when I started having success financially with podcasting I turned to my girlfriend and business partner, Kate, and said it's time. It's time we do for future and fellow podcasters what Pat is doing for bloggers and people that are into passive income. I want to publish income reports.

I want it to be above the brow from the very first time, so we always had our CPA come on and verify the reports and give a cool tax tip on each of the reports. I want people to know you can generate revenue and create a viable business by producing free, valuable consistent content, serving your audience first and then letting that audience speak to you and share ways that you can generate revenue. That's been my modus operandi and it's been a fun time.

Ray: Yeah and I think it's the right way to do it. I think what people miss, people get caught up and think this whole online income thing is a scam and it's like multi-level marketing or something weird. Don't be offended if you're in multi-level marketing because I know there are great companies and I have friends who make lots of money in that industry, but I'm talking about what people's attitudes are like. I think what people miss is the reason it's possible for you, Pat, Cliff and Jamie, and all these great people have succeeded is because there's never before in history been this thing called the Internet, which gives you worldwide instant, cheap, almost free distribution like that. That's a pivotal point in history that we're in right now.

John: Could not agree more.

Ray: I'm going to turn some of your own questions back on you now. What is your biggest strength as an entrepreneur?

John: I love asking this question on EO Fire, because I think it's really important that we, as entrepreneurs, can identify our strengths just like we need to identify our weaknesses. My biggest strength as an entrepreneur is discipline. I got this from the military and realized from an early age that it takes discipline if you want to accomplish something big in life, because you aren't going to get anything of substance done if you're not disciplined and committed to that action day in day out. I knew I had no online presence whatsoever when I launched EO Fire.

I knew I had zero broadcasting experience. I had never interviewed anybody. I had never been behind the microphone before and knew I was starting from ground zero. I knew it was going to take discipline, consistent committed action to get to where I wanted to be. For me that was a 7-day a week show and here I am 1200 episodes later still committed to that discipline.

Ray: I would like to underline, highlight and put a star by it. I've experienced a certain level of success in this industry and people ask me, how did you do that? What's the secret? Really, the biggest thing for me has been the podcast. People say I don't have a podcast or an audience and I tell them I didn't have one when I started either. Everybody starts at zero, so they ask me if I had famous buddies and I say no that's not it, but I'll tell you what it was and you're not going to like it. Every week I show up and do a show whether I feel like it or not.

I have not missed a week now for 199 weeks in a row and I've only been doing one episode so in your presence I feel like a slacker, but it is discipline. It just goes to show you don't have to be on either end of the pendulum but you do need to be consistent and disciplined. That is a great strength to have.

What's your biggest weakness?

John: I have a lot of weaknesses. Before I get into that I want to mention that you're being flippant and joking, but compared to you I feel like a slacker as you were saying, I think it's so important that we, as entrepreneurs, step back and say, I can't compare myself to John Lee Dumas right now where I am. I can't compare myself to Ray Edwards when writing emails. I can't compare myself... because I'm a huge believer in this phrase... compare and despair.

If you compare yourself to other people you're going to despair that's a reality. There's always going to be somebody better looking in the room. There's always going to be somebody taller or shorter, thinner, with more money or a better car, whatever it is you're comparing, there's always going to be someone better so you can't win with that. There is exactly one person who you should compare yourself to and that is you yesterday. If you've taken even the smallest step forward you win. You're comparing yourself to yesterday, you took a small step forward because you've taken that committed dedicated action and you win.

So my biggest weakness is attention to detail. I see the most amazing emails coming from Ray and I study them looking for a mistake but I never find any. I send out emails all the time and people are like you had seven mistakes in that email and they'll highlight them and I can't focus and get it. I write an email and I want to send it but I can't read it 10 times because that's not how I work. It's attention to detail, so fortunately I have my significant other/business partner, Kate, who is great with attention to detail. So I hire my other virtual assistants because of their attention to detail.

I was lucky that my girlfriend and business partner happened to have the attention to detail I don't, so I send her the emails and ask her to edit it and schedule it to go out without me ever seeing it again. I said what I want to say, fix it and send it out. So it's attention to detail, which can be big because you don't want to put yourself out there as a person that doesn't know the difference between you're and you are and all these different things. You need to realize when you don't have that attention that you have people on your team who do.

Ray: That is a great point. Just in the spirit of really being transparent I sent a note out to my team and said, I would like you to tell me what areas we can improve on. I would like you to start the sentence with... Ray could do a better job at... I didn't want them to say general safe things I wanted them to say things that I was doing, because it's the emperor that never gets told he doesn't have any clothes on. I want to know. So my assistant, one

of the things she said is well, I think you could have some of us read your emails before you send them out because I find a mistake in every one of them. So I'm like ouch, point taken.

John: Every single one.

Ray: It's so important to hire people who fill in your gaps, but I want to say this too, if you're just getting started and you can't hire anyone, all of us started with a team of one and you start with where you are. You get a little better and you get to the point where you can bring someone on to help and you don't even have to pay people, you can get your significant other or someone to help out.

Here's the thing I'm most interested in knowing and I think I know what the answer is going to be, so this is kind of a setup. Cards on the table, what's the thing you're most fired up about right now?

John: Wow! This traces back to something that you've already eluded to while we've been talking and that is that we get a lot of questions from people asking what the secret to success is. Ray, you've interviewed so many people and you've had so many podcasts and you've written so many great emails and have a great course, the Copywriting Academy. You're doing all these great things and you're connected with these masterminds of awesome people and people want to know how did you become you?

What happened? What's the magic pill? The same thing happened for me as well, now that I've interviewed over 1200 people I kept getting that question about what the magic bullet is of the 1200 guests you've interviewed, there must be a secret sauce that they all have that makes them successful. It would always frustrate me and I would step back and be like, they all work really hard. To be honest, that will always be my answer and it's always the right answer, they're very hard workers and all committed to achieving success and greatness in what they do in that niche they've found.

Then taking a second step back and giving myself a little more space I said to myself, there is one thing that the Ray Edwards and my other 1199 guests of EO Fire have in common, which is they know how to set and accomplish goals. My listeners love them, Fire Nation, some of them don't know how to set and accomplish goals. Some of them are struggling daily setting and accomplishing goals and some don't even know the first step to what it means to have a goal in their life.

This was an aha moment, this epiphany that I had back in 2015 when I said I'm going to set out to change that, because I've created some cool communities in this world. We have Podcasters Paradise, which is a community for podcasters and it's premium at \$1000 to join. We have Webinar on Fire, which teaches how to create webinars. It's a community and it's \$700 to join, so these are cool communities and they're premiums so not everybody can afford that or wants to do a podcast or webinar. Then I ask, how can I serve my audience as a whole and answer this one burning question many of them have and this one commonality that all my successful guests have? That's when I set out to create my first physical product, the Freedom Journal; Set and Accomplish Your Number One Goal in 100 Days.

Ray, this has been a journey. Creating a physical product is no joke. I sent a team to China to source the materials and send me samples until I had what I considered the

perfect journal in hand as far as size. It's faux leather bound, gold embossed, gold leafed and it's something I'm excited to talk about.

Ray: I'm a journal junky so I was suckered in at the first moment I saw it. I was like that is a thing of beauty. I have to give you credit, the title on the front cover of the journal is one of the best headlines I've ever seen.

John: Wow, coming from you does it get any better than that?

Ray: It's powerful. It got me. I'm a huge believer in goal setting and I've been a goal setter since I was a teen. I'm always looking for new distinctions and new ways to get better at achieving my goals and doing it faster and with less friction. I'm a big fan of Michael Hyatt's Best Year Ever goal setting program, and I'm part of that, I do that every year. When I saw the Freedom Journal I was like I'm so doing this, because I've got a goal that I didn't quite hit in 2015. I made huge progress towards it but didn't quite get there and when I started looking at the Freedom Journal I realized this has the keys for me to achieve that goal, not in the six months I thought it would take, but in 100 days and that has me fired up.

John: It's touching to hear you say that regarding the title and sub-headline, because you are the person that I look to in the copywriting world. I still have your top 100 headlines in my workflow which I utilize for inspiration for my emails going out. Thank you for those kind words. What I'm really excited about for the Freedom Journal is that I know why my guests are successful and why my listeners aren't.

We can all say go set and accomplish a goal, but what does that mean? It's so obvious to me that people don't set a correct goal. You'll hear this all the time, especially this time of year with the holidays... I want to lose weight. That's a huge mistake.

Ray: Good luck, empty your pockets. Take your shoes off.

John: That is only one of the five necessary attributes to setting a correct goal, which is where we start with the Freedom Journal. It's page one, minute one, sample one, we teach you how to set that smart goal.

Ray: You're walking us through the process. Why don't you walk people through what the Freedom Journal is and how it's going to lead them on this journey?

John: Again, going back to what people struggle with, it's the initial setting of a goal. They don't do it the right way and that's a smart goal. So going back to the weight loss comment, that has one of the five attributes. It is specific. You are looking to lose weight, check. But you're missing the other four elements that make up a smart goal and that is measurable, attainable, relevant and time bound.

So to keep on that example, I want to lose weight specific. Is it measurable? No, because you didn't say how much you wanted to lose. Do you want to lose 1000 lbs, 1 lb, what? Say I wanted to lose 15 pounds. That's measurable. Is it attainable? We have this amazing thing called Google we can get on and say, let me check some things. Is it possible for somebody of my height, the fact that I'm a male, the fact that I weigh this much, to lose 15 pounds? Yeah, I'm borderline obese right here so yes it's attainable for me to lose 15 pounds, I'm not going to shrivel into nothing.

Now is it relevant? You want to look and feel good, that's important to a lot of people so if that's part of the reason you want to lose weight then yes that's a relevant goal that a lot of people skip over. We're not just talking about the losing weight goal, but any goal that they get halfway there and they're like yeah, actually this isn't that exciting for me so of course they don't accomplish their goal because it's not super relevant to their lives.

Let's say you're going to get married in 100 days, of course, this will be relevant to you because you want to look good. Next is time bound and that's where the Freedom Journal really comes in, because we first teach you how to set that smart goal as well as giving you the parameters of 100 days and now you are time bound to that. So it's specific you want to lose weight, 15 lbs and you know that's attainable because you looked it up. You know it's relevant because you want to look and feel good and it's time bound to 100 days.

Now you have a smart goal and now the Freedom Journal really steps up because this is where we guide you in 100 days how to accomplish that goal. I know, Ray, you have the advanced copy so you got a sneak peak of a lot of things we have going on but it doesn't just consist of blank pages for you to write in. It's a guide for every day and night.

Ray: It really is it's like you're carrying your coach around with you wherever you go. You know what the next step to do is to keep you moving to continue in achieving your goal. My number one goal is definitely going in here. I'm going to work through it and reach it. Talk about the concept of a sprint.

John: That's actually where you start day one, even before doing anything else. After you set your smart goal, now we're going through the 100 days of accomplishing, day one you've now entered the first day of a 10 day sprint and you get to look forward to 10 of these 10-day sprints, which adds up to 100. This is a micro goal that you're going to set that's 10 days away that you are going to accomplish.

The beginning of that 10-day sprint is the setting of the micro goal and the plan you're putting in place to accomplish it at the end of those 10 days. Now, 100 days isn't a super long time, but it seems like a little ways out there for a lot of people, so we need to make sure you're keeping momentum and that you're keeping the right focus every step of the way, which is why you start with the 10-day sprint. Then every day and night over the next 10 days, the journal is designed to keep you on point to accomplish your micro goal at the end of that 10th day, which will bring you 10% closer to the overall goal you have set from the beginning of the journey.

Ray: Wow! If somebody has never set goals before, I can see why this might be an obvious choice for them. They might say I'm going to do this because I've never really known how to set goals and they probably learned more in the last five minutes than they've learned ever. If they didn't know about the five qualities of a smart goal, what about people who have been goal setters and have achieved a lot of things, do you think this is still a good tool for those people?

John: Absolutely. I've been setting and accomplishing goals my whole life, but one thing I've realized is that a lot of my past goals missed one of the elements. That didn't mean I didn't achieve it, but it meant that I wasn't as efficient as I could have been. For instance, let's say I had one goal to accomplish and then I looked back and said hey I did that goal it took me 200 days. That's cool, but listen, Parkinson's Law is in effect and tasks will expand to the time that you allotted. I didn't allot any specific time to that so it took me

twice as long as it would have. If I'd had the Freedom Journal and kept it in place.

Something else, I launched my podcast in 2012 and was so obsessed with building up my Pinterest account and that wasn't actually relevant to me launching a podcast. I wasted so much time and effort building up a Pinterest board, but that's not what I should have been doing and that would have alerted me at day one like hey John, that could be something you can do down the road, because your overall goal is launching a podcast. This whole Pinterest thing isn't relevant to that. I've set some goals that weren't attainable and I wondered why I lost steam after a couple weeks, because I'm sorry I wasn't going to walk on the moon at the end of 100 days. That wasn't attainable and I finally realized that too late after wasting that 15 or 20 days doing that.

It's critical, in looking back even for me whose been setting and accomplishing goals. This is something for the rookie/newbie goal setter as well as the intermediate and advanced, because it will take them to the next level.

Ray: I believe that as well, which is one of the reason I seized it immediately, recognizing this would be a great tool for me to use even though I've done a lot of goal setting. I've been to \$5000 goal setting workshop weekends, so I'm not an amateur at it, but I think we can always get better, always improve and there are tools we can use to get us further along faster than if we didn't use the tools.

I was having a conversation with someone recently and talking about my goal setting, it's a friend of mine who's not in our world involving the Internet, business, being online and he was saying to me, I always hit my goals you know why? I said no. He said, because I never set any. He was proud of that. I said that is sad.

There's a quote in your journal that when I saw it, it just rocked me. It's by Francis Chan. That quote, I'm going to read it because if you are a person who is not into setting goals, maybe you've done it and don't want to do it anymore because you've been disappointed. Maybe you don't think you need to because you're doing pretty good, listen. Francis Chan said, *'Our greatest fear should not be of failure, but of succeeding at things in life that don't really matter.'*

John: And that's under relevant.

Ray: So, how's it going to work, I'm going to get my journal. Is there some complex system behind the journal, like a course that goes with it that I have to log on and go through? How does that work?

John: The journal is stand alone. It is one leather bound thing of beauty. It's a journal that I created because I knew that it was what my audience needs and in reality, it's what anybody who's looking to set and accomplish a big goal in their life needs. For me, I look at the Freedom Journal as that first domino for people to start down that path towards achieving a lot of the success that we see others like Ray, myself and Pat have achieved in life. It is that first big domino.

There's no course within. There's no upsell or down sell. It is a standalone journal that I'm proud to put out to the universe to share with people. What I'm really excited to talk about that has filled me with pride when it comes to the launch of the Freedom Journal is the partnership I formed with Pencils of Promise. I know one of your mastermind partners and

friends, Pat Flynn, is close to Pencils of Promise. Myself, in 2015 I wrote a check for \$25k to build a school in Ghana, that developing country. I'm so proud of that. The pictures I receive from the school and children warm my heart.

A good friend of mine, Adam Brawn, is the Founder of Pencils of Promise. We came together and I said Adam this is what I'm doing and I really want to make this significant. I want to build upon the legacy I'm looking to leave in this world and I want to allow Fire Nation and anybody who joins in this to be part of that legacy as well. Proceeds from the Freedom Journal will be building schools in developing countries and one way of looking at this is, when you invest in yourself with the Freedom Journal you are giving yourself the gift of accomplishing your number one goal, which is an amazing gift which you deserve.

It is a gift that you need to cherish because it could be the big domino that gets you going down that path. You're also giving the gift of education to those less fortunate. Myself and Pencils of Promise have partnered in the launch of the Freedom Journal and we are both really excited about what this is going to bring.

Ray: This is such an important thing, because I believe the future of the planet, of getting rid of poverty and disease, genocide, and all the problems that plague us, they're all solvable and it starts with educating children so they can grow up and lead society out of these dark places that some parts of the world still live in. This is how we do it. I'm proud to be helping you in this.

If you're listening and thinking to yourself, what does Ray get out of this? I'll tell you. Nothing, other than I get to help bring this message to you, help you achieve your number one goal in 100 days and through this process, help Pencils of Promise build these schools. I am so fired up about what this journal will do for the people who use it and for those who benefit from it in the building of these schools, it is such a powerful thing that you're doing.

How does somebody get a Freedom Journal? Maybe I need to buy more than one so I can give them away as gifts.

John: I would love that. Whether you hear/read this episode doesn't matter, because you have a great opportunity ahead of you. The Freedom Journal has not launched yet, as of 12/23. January 4 is the day we are pressing launch on the Freedom Journal kick starter campaign and that will run for 33 days. I'm excited about it because it'll allow us to do a ton with Pencils of Promise. We have so many different reward levels that will add to everything we've done.

There are options on the kick starter page for everybody. The journal is beautiful. It is a beast and it's not for everyone, because maybe people won't want to spend the \$50 to get it to their doorstep, but we have a \$2 PDF to get you going for the first 30 days. We have a \$10 100 page PDF for people that just want to contribute. Then we have the actual Freedom Journal for people that want it. We have a gift pack, a triple pack and a 10 pack. There are options for people and we can do that in a great way through Pencils of Promise.

I have some super neat ones like, I have 60 rewards possible and if you buy the Freedom Journal at the reward level you set and accomplish your goal in 100 days and then I bring you on EO Fire to talk about you setting and accomplishing your number one goal. As a past guest, Ray, and seeing what that's done for you and the traffic it brought you as well

as much of Fire Nation loving Copywriting Academy and such from that episode that's a big deal.

Ray: That's huge. Set aside the fact that you're going to achieve your number one goal, the exposure of getting on EO Fire is going to change the face and experience of your business or cause.

John: That's an example of another reward level that we have. We're able to do some cool things and Pencils of Promise can get involved and offer some cool stuff as well. I would love for you to check out the FreedomJournal.com, if it's before January 4 you can jump on the interest list, if after, it's a 33 day race to the finish. We have videos and pictures.

On my birthday the manufacturing company sent me a video of them singing me happy birthday in Chinese, which was super neat. We have a massive goal of becoming the number one all time most funded book on all of Kick Starter. It's currently being held by Eric Reese. We're looking to beat that and we can do that with people who visit the Freedom Journal website, check out what we have going on and see what works for them. If you go to the site after February 5, when the campaign ends, the website turns into a killer website where you can buy on Amazon or through the normal shopify account and you will have that at your fingertips.

Ray: Look, if \$50 for a journal is an issue and you can't afford it then you must pay it. I was just sharing with John earlier that I was coaching someone earlier in the week and they were telling me they couldn't do something and I said if you can't you must. That's what Tony Robbins says. Then, I was at the gym today before our interview and I was so tired. I was headed for the elliptical and thought, I can't do this. I can only do 15-20 minutes I can't do an entire hour. Then I stopped and thought, I'm saying those words in my head 'you can't you must, Edwards, get on the elliptical and do it for an hour'. I did it.

If you can't do \$50 then find a way to scrape together \$50 and I'll tell you what your number one goal is, get yourself in a place where \$50 is not an issue.

John: Right. And when we jumped on the call today the first thing you said was, I feel amazing. Why did you? It's because you crushed an hour on the elliptical machine when an hour and 15 minutes prior you didn't think you could do anything and now you feel amazing. So think about how you'll feel, Mr or Mrs. Listener, after you've accomplished your number one goal.

That's what I'm passionate about and why I'm bringing this to the world and bringing in a great partnership and company like Pencils of Promise.

Ray: Yeah. By the way, whatever you do, once you've accomplished your number one goal in 100 days you don't want to take on another goal and just tackle that in 100 days as well, because that would be crazy if you just did it repeatedly. Think where you'd be in 300 days.

John: Oh no, the thought.

Ray: That would be insane. So I'm really excited about this, it's the FreedomJournal.com. Do it. You'll be hearing from me about it, I'll email and remind you that John was a guest on the show so you need to get your journal or buy whatever level you can contribute at. This will

be a huge deal. This is going to change lives here and abroad. I'm stoked for you, John, because you are so passionate about this so I'm psyched for you.

John: Thank you. A past guest of mine, Aaron Walker, is an amazing person. He's friends with Dave Ramsey, Dan Miller.

Ray: He was just on my show that published today.

John: So you know how amazing he is. I've had very few people on EO Fire three times. He's one of the very few. He brought up on the first episode, moving from success to significance. He's had such success in his life, he doesn't need to keep doing this stuff, but he wants to be significant and that resonated with me well over a year ago when I first interviewed him. I decided to file that away because I want to move into that. When I have the opportunity I want to do that and now we've had an amazing year. EO Fire is a multi-seven figure a year business. I am truly blessed and I want to now start moving into that significance in a major way. I did that in 2015 in many ways and I want to continue that moving forward in 2016.

Super powerful and I am very passionate about it for sure.

Ray: I am too. I'm sorry I missed your birthday, so happy belated birthday (singing). I won't miss it next year. This is awesome. I'm excited for you, listener, because you're going to get the Freedom Journal and you're going to knock out and accomplish your number one goal in 100 days. You'll probably get more than one so you can give it to people who can matter to you and let them accomplish their number one goal in 100 days. Maybe you could do it together, who knows.

John Lee Dumas, any words of wisdom to leave us with as we wrap up this remarkable conversation?

John: As I look back on my life, I'm 36 so I'm not the oldest nor youngest person in the room, somewhere in the middle, but I have learned a lot, specifically during my four years as an officer and the trials and tribulations I went through in the Army. Even more so, during my six years of struggling and failing. Looking back I know why those six years were so tough for me and why I couldn't quite kick it into gear.

There's a quote by Albert Einstein that spoke to me, just like Francis' quote spoke to you. *'Try not to become a person of success, but rather a person of value.'*

When I read that I was 32 and said huh, I've been trying to be a person of success my whole life and especially over those six years in chasing what I thought was fame and fortune. So, to become a person of value, which I hadn't considered before being as young and naive, I flipped it on its head and that's when I launched Entrepreneur On Fire and decided to give free valuable and consistent content to an audience. I wanted to see what would happen by being that person of giving value.

Since then a lot of great things have happened. I've turned that idea and concept into a multi-million dollar a year business. I want people to think about that and leave them to realize that value is where it is.

Ray: Amen! Thank you so much for being here. John Lee, peace to your house.

John: Thanks Ray.

Ray: Until we meet again, may God continue to do more for you than you can ask or possibly even imagine.

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