

## How to Always Hit Your Goals Episode #217

**Sean:** Welcome to the Ray Edwards Show.

**Ray:** I'm going to have to get a distributed headphone amp for us, because what the listeners don't know is that I have to have my headphones up and every time it happens you forget to take your phones off and I see this grimace on your face like somebody just blew up a grenade right next to your head.

**Sean:** Yeah and I have to put my headphones on my temple.

**Ray:** I'm going to take a picture with my iPhone and post it in the show notes of how Sean has to wear his headphones, because I have to have mine up so loud. So this is a lesson for you, if you work in radio especially, you should keep your volume low or you'll damage your hearing and later on you'll pay the price for it.

**Sean:** Part of it may also be the headphones. Your headphones are more robust, so they might have more resistance to the signal.

**Ray:** Resistance is futile.

**Sean:** Back to the topic on hand. Welcome to the show. Looking at your topic list we have... is it true God is on your side?

**Ray:** Some people think that's not so, like we shouldn't pray at football games or for our business, because if He's on my side how is He on everybody else's side and how does that work.

**Sean:** The next one is the one conference you must attend this year and your invitation to join us.

**Ray:** Are we in agreement that you must attend this conference?

**Sean:** Oh yeah. If nothing else though, simply for the aircraft carrier.

**Ray:** Yeah.

**Sean:** In our feature segment, how to always hit your goals.

**Ray:** That is amazing but true, so everyone buckle up.

---

## **Spiritual Foundations**

**Ray:** Recently I was having a conversation with somebody who was regaling me with tales of the disastrous state of affairs in their life and I don't mean to sound like I'm not sympathetic, because we all have stuff we deal with, challenges and the like. I get that. Sometimes it's not fun it's more like someone rubbed salt in your eyes.

However, this individual is a believer, a follower of Jesus and said to me, it's like I'm cursed. I think God has cursed me. That really got me thinking, does God curse us? I have a quick answer to that. No! Can a believer be cursed? I have a quick answer to that too, no! Now, can you believe that you're cursed and thereby experience the feelings of being cursed? I think yes.

There's a scripture that I would like you to commit to memory, Romans 8:31 and fortunately it's a very short verse that you probably already know. *If God is for us then who can be against us?* It doesn't say if God is maybe for us, if God is sometimes for us, if God is for us only in Holy spiritual evangelistic pursuits, it says if God is for us who can be against us? This is what I believe.

It doesn't matter whether you are perfect in your behavior, whether we're talking about business or relationships or friendships or your vacation, I think God is for you and nobody can be against you. They can try to stand against you, but I don't believe they can. It doesn't mean that He's for you only when you're sinless. Although, you are sinless. That's what I'm going to start calling a soaker.

So if God is for you than what opposition can possibly stand in your way? I believe that when God is for you the opposite is your way.

When God is for you your enemies, your obstacles become food for you to eat along the journey to where you're going.

Here are four ways to receive God's help when you feel you're encountering opposition and this is the problem that we experience. God is for us who can stand against us? We believe that at one level, but at the other level when someone is standing against us, suddenly that believe goes out the window. I believe it's necessary for you to be open to receiving God's help. If you have more faith in the opposition than you have in God you're empowering the opposition that's in your life, whatever area that might be in.

1. Memorize Romans 8:31

Do it right now... if God is for us who can be against us? I think you should personalize it, because it is personal between you and God. I would say Ray, if God is for you who can be against you? Memorize, repeat it and personalize it.

Ask this question whenever you encounter opposition.

2. What is the hidden opportunity in this?

I promise you there is a hidden opportunity in it. God will not be thwarted in His plan. His ultimate objective will be achieved. You can take left and right turns and people can try to throw stumbling blocks in your way and the enemy as well, but God will achieve His goal. There is a hidden opportunity in whatever opposition you're facing, but you have to look for it. If all you can see is the obstacle, then that's what you will deal with.

So ask yourself this question and if you instantly hear a voice in your head that says there is none, then ask this question. If there was an opportunity in it, what might that be? Then ask, how can I use this? Your instant answer might be, I can't it's impossible, but what if it was possible to use it, how would you use it? Grind on that.

3. How can I use this? Whatever comes your way you can use it.

4. The final way is to pray.

I don't just mean God help me, even though that's good to pray, but also ask Him this. What's the next right thing for me to do? You don't have to know the hundred steps it'll take you to get to your ultimate destination, you just have to know what the next right thing is to do.

So these are the four ways.

---

## **Tip of the Week**

**Ray:** We have given this tip before but we're giving it again because it's that important and that is the event of the year, the event where you get to network on the deck of an aircraft carrier. It's Social Media Marketing World. It's amazing. There will be 3000 social media marketing professionals gathered together in what some call, the finest city on earth, San Diego.

When I say top pros, I mean, you'll be there so there's that. There's also going to Guy Kawasaki, Jay Behr, Mike Stellzner, Sean Edwards, Amy Porterfield, Pat Flynn... if you're going tell people you'll be speaking at Social Media Marketing World, because you will, you'll be speaking in the lounge, in the bar, on the deck, in the restaurant and even in the elevator. Might not want to put it that way though that would be bending the truth a little too far. You'll see Michael Hyatt, Dan Miller, Michael Port which I'm totally looking forward to.

Michael Port and I go way back. We first met in 2005 at a conference in Denver. If you are in San Diego and we get a chance to chat, ask me about that conference. Also, Cliff Ravenscraft, Chris Brogan and yours truly; I will actually be speaking at the event on a stage. It's a lot of fun.

You'll find a link in the show notes that you can click on to get your ticket and when you do we will know who you are and we'll have a little get together during the event for those who come with us as part of our tribe. It's going to be great and if you only attend one event this year, I recommend this be that one because it's awesome!

---

## **Feature Presentation**

**Sean:** Now for today's topic, how to always hit your goals.

**Ray:** That sounds like an ambitious title doesn't it? You might ask, is it possible to always hit your goals or is that unrealistic? I know people who say they don't set goals because they don't want to be disappointed when they miss them. I understand that feeling, there are goals I've had on my goal list for 10-15 years in a row, one of them was losing weight and last year I lost 51 pounds. Then, over the holiday I found a few of those pounds.

**Sean:** Yeah, where were they?

**Ray:** Right around my mid-section.

**Sean:** In a bag of Oreos?

**Ray:** That's right. I'm in retrograde motion on the weight and back on track. One of the things that changed about me hitting that goal was habits, daily habits, weekly habits, but one of the things that's been the biggest distinction for me is, I believe there is a way that anybody can hit your goals every single time by using what I call the BAM Goal Setting Framework.

It starts with this and I'd like you to join me in adopting a core belief. There is no failure other than failing to learn something. You might say, what if I don't learn anything? At the very least you can learn that you have a lot left to learn. That may be the only thing you learn. If you can adopt that core belief that there is no failure other than failing to learn something, than I believe this will work for you every single time.

What is BAM goal setting all about? It's an acronym in what I refer to as BAM goal targets.

**B**aseline  
**A** amazing  
**M**iracle

Baseline is what you can reasonably expect to accomplish based on your past performance.

If you have struggled to lose weight, for instance, over the past five years and you've actually gained a two pounds then that would be your baseline goal, just to gain two pounds this year and you're going to hit that goal. You might want to go overboard and say well, okay, so my baseline goal is that I won't gain any pounds this year because I think I can pull that off.

It's what you can reasonably be expected to do based on your past performance. You really need to make this one something certain you're going to accomplish, unless there's an accident or natural disaster, because obviously those things we can't anticipate but if life continues in a relatively similar way that it has been than you can reasonably expect to hit this baseline goal.

Amazing is a target you're aiming for that's going to take some work. You'll have to hustle to hit this target and when you do hit it it's going to be amazing. It exceeds your past performance.

Now, you have to have a plan for how to do this and you have to have the discipline to stick to the plan, but the key distinction here is to realize you can do it if you follow through on the discipline it will require to do it. So, again, if it's a weight loss goal you might have a calorie target of 1500 calories per day, then you know if I only consume 1500 calories per day then I will hit my weight loss goal. It will be tough, I have to be disciplined but I can do it, it is possible and it will be amazing when I get there.

Then you set your miracle goal, which is like, okay, I have a goal of losing 50 pounds and it would be a miracle if I lost all 100 pounds that I need to lose and to have six pack abs. That would take a miracle but it could happen.

I don't think we can plan for the miracle expression of our goal achievement because I think it's something at work that is beyond our conscious comprehension. You may have different explanations for what that is, but I think it's a miracle.

It might be that you suddenly discover that there's a world-class trainer that you meet in your gym who's willing to help you out and

they take you to the limits of what you thought was possible and you lose the 100 pounds. Or, if it's a business goal you may discover that you encounter a mentor at a conference that you never anticipated meeting or getting to know or being friends with and this person mentors you through hitting your amazing, miraculous financial goal for your business.

I believe that when we align ourselves with intentionality towards our goals that are consistent with our values and we're clear about our targets and we're actually clear about what would constitute a miracle, that seemingly through some supernatural phenomena, often circumstances line up to assist us in reaching the miraculous level of goal achievement.

**Sean:** I know you agree with this, but the setting yourself up for the miracle, your amazing goal is actually what makes it possible for you to receive the miracle, like the proverb, the horses are prepared for battle but the victory belongs to the Lord.

**Ray:** Yes. Exactly. You can't just sit on the couch and let the horses get fat and think you're going to have a miraculous victory.

**Sean:** Right.

**Ray:** It's just the way things are set up to work. That is the BAM goal target system and I made a claim in how to always hit your goals and if you set the baseline correctly you'll always hit it. I believe that is key because it relieves the pressure and the pre-anticipated guilt that you feel for not hitting your goals.

I think there are people who set a goal every year to lose a certain amount of weight or make a certain amount of money or pay off a certain amount of debt or behave better with their spouse or whatever the thing is they're shooting for. They set their goals so big and huge that deep inside they don't believe they have a snowballs chance in heck of hitting that goal, so they're already feeling guilty before they even start.

I think setting a baseline goal that you know you're going to achieve gives you freedom to work towards your amazing target.

**Sean:** How do we use this if we've already set goals the old way?

**Ray:** You may say, I set my first of the year goals by joining Michael Hyatt's Best Year Ever Program, Ray, based on your recommendation. How do you reset? I'm not saying that Michael's system is missing anything, but I think this is an enhancement that I personally have integrated into that system that I believe will work for you.

Simply take whatever quantified goal you have set already and you bamify it. If you have a goal let's say, where you want your business to make \$2.4 million in gross revenue this year and last year you only made \$900k. Then you set your baseline goal at \$900k and after you evaluate this, if you don't think \$2.4 is a miracle then you set your amazing goal at \$2.4 and then you set the miracle goal. Maybe I wasn't clear, but you actually do set the miracle target.

In this case it might be, it would be a miracle if we hit \$5 million dollars. How do you calculate what the number is for the miracle? I think that's a gut feeling. Ask yourself, what do I feel is the miracle? Whatever pops into your mind is it. This may be shocking but there's no logical way to set a miracle target. So go with your gut in whatever the first thing is that occurs to you.

I believe it's the miracle level and that's how you bamify your goals and I recommend you do it today.

First re-evaluate, is this goal still relevant? Is the goal that I set an amazing target or is it actually the miracle target? You re-calibrate because some time may have passed, if you set your goals at the first of the year and now it's nearly March, so you may need to recalibrate what you need to do between now and the time you set as the achievement date for your goal. Then you reset the goals with BAM.

The next thing you know, goals achieved.

---

**Sean:** All right, you can find the show notes for this episode, including a transcript by going to [RayEdwards.com/217](http://RayEdwards.com/217).



If you received value from this show, please consider subscribing using the Apple podcast app and if you're feeling extra generous, give us a rating and writing a quick review in iTunes. That would be really awesome.

**Ray:** Three...

- First, hopefully by next week my voice will be better. That's the M goal.
- Second, welcome back.

**Sean:** Thank you.

**Ray:** I can't tell you, I've had numerous people ask what happened to you.

**Sean:** My throat got sore for a month. It wasn't strep, it just hurt. I was riding some pain killers.

**Ray:** Yes, which left you very quiet which is uncharacteristic. You were not speaking. Welcome back.

- Three, sometimes the most important thing we learn is that we still have a lot to learn.

Until we meet again, I pray that God blesses you and He does more for you than you can imagine and that He expands your ability to imagine. Peace to your house.

Transcripts of these podcasts are available by clicking the link in the show notes. Transcripts are provided by our friends at [SuccessTranscripts.com](https://SuccessTranscripts.com), a great solution if you need your podcasts, webinars, interviews, workshops, sermons, teleseminars or other audio/video transcribed.