

**The Perfect Day Formula**  
**Episode #224**

**Sean:** All right, we have a great show for you today.

**Ray:** Most people, Sean, live lives of robot repetition, to paraphrase a great writer.

**Sean:** Yes.

**Ray:** Some would say to unfairly paraphrase a great writer. But it’s true, most people are just going through the motions. About 90% of those motions, by the way, that we go through are the same ones we went through yesterday. If you don’t believe me, think carefully about what you’ve done so far today and then think back, if you can remember, what you did yesterday. It probably was remarkably similar.

Most people follow routines and rituals that they have never consciously thought through. Let that sink in. But then we have one of those days. You know what one of those days are? You know the kind, the perfect day, the day when everything is going your way. You ever had one of those days?

**Sean:** No, but some days I do feel like I’m 10’ tall and bulletproof.

**Ray:** I did not pull the Travis Tritt audio, although I wanted to. I listened to the song and I realized it really did not fit what we’re talking about, although it’s still a funny song.

You do have those days every now and then where everything just goes your way, everything clicks. Have you ever wondered when you have a day like that why can’t every day be like this? Well, today’s guest, Craig Ballantyne, thinks every day can be. Also coming up…

**Sean:** We have the reason we believe something really good is about to happen to you, an app that will unclutter your Mac desktop and much, much more.

**Spiritual Foundations**

**Ray:** Here’s the good news, favor is pursuing you. Let me quote you something that even if you’re not a Bible person, you probably will recognize these words.

*“Surely, goodness and mercy shall follow me all the days of my life; and I will dwell in the house of the Lord forever.”*

It’s from the 23rd Psalm, the one that starts *“The Lord is shepherd, I shall not want.*”

**Sean:** Yes.

**Ray:** So I have a friend, let’s call him Pete. That’s not his name, but for this example let’s just call him Pete and Pete seems to have The Midas Touch. Just like King Midas, everything this guy touches turns to gold. He publishes a book; it’s a New York Times bestseller. He sells a product online; it makes millions of dollars. He has a family that is the family that everybody dreams of. He takes the vacations that everybody wants to take. But it’s not King Midas’ touch that is at work in my friend’s life, it’s the touch of the one true King, Jesus.

In the Bible there was another King, David, who was known as a man after God’s own heart. His outlook on life was something we could learn from. In the 23rd Psalm he says “Goodness and mercy are following me.” He expected favor. He expected goodness. One translation actually says “God’s kindness chases me everywhere I go.”

King David’s attitude was something good is going to happen to me. Favor is following me. Wherever I go God’s blessings are pursuing me. If you read his story, it took a lot of backbone for him to say that for a lot of years.

**Sean:** Yes.

**Ray:** Because he went through some rough times.

**Sean:** Yes.

**Ray:** Hiding in caves and whatnot.

**Sean:** Right. He also went through some rough times once he was King.

**Ray:** He did.

**Sean:** He did have favor and blessings following him, kind of in spite of him.

**Ray:** Which is probably good news for us.

**Sean:** Yeah, right.

**Ray:** It’s no mystery why David overcame great obstacles and saw his dreams come true. He was positive that goodness was chasing him down like ‘The Hound of Heaven’. I hope that doesn’t have a negative connotation I’m not aware of.

**Sean:** Right, yeah.

**Ray:** Maybe you should Google that.

**Sean:** We don’t mean that if it’s negative.

**Ray:** Correct. The message is this. God’s goodness is chasing you right now. That same Psalm, the 23rd Psalm, says “I lack nothing” and it’s David that wrote this Psalm. That’s why we’re talking about the two things together.

So what’s chasing you, my friend, is not lack it’s not failure, it’s not sickness, it’s not depression or anxiety, it’s not doom and gloom that’s chasing you.

* God says you are a royal priest.
* God says you are a child of the King, an heir to the promises given to Abraham and a co-heir, just like you were a brother or sister with Christ.
* God says that all your debts have been paid.

You are redeemed from every curse. That you’re going to have Divine connections, restoration of what was lost, favor, grace and blessings.

All of these things are in hot pursuit of you wherever you are. God’s goodness and mercy are following you all the days of your life. Now, that ought to make you feel happy, so pray this prayer along with me. As I said last week, if you’re not a praying kind of person then just think of this as a positive affirmation.

*Thank you for the gift of righteousness and the abundance of grace. Thanks for your goodness and your mercy. Today, I will be looking for your goodness and mercy in my life. Amen.*

**Tip of the Week**

**Sean:** Tip of the Week.

**Ray:** Does your desktop or your Mac computer ever get messy?

**Sean:** Yes, but nothing like my mother’s.

**Ray:** Would it be mean if we got a screenshot of her desktop and just put it in the show?

**Sean:** It works for her, but it would drive me nuts.

**Ray:** I can barely look at her computer. It makes me nervous, but it does work for her. I know there are plenty of people like that, so that’s okay.

**Sean:** You go in there and start moving stuff around and she’s like no, no, no, don’t move that!

**Ray:** I know right where that is.

**Sean:** I know where it is.

**Ray:** Okay. So there’s this app called **Unclutter**, it’s a handy place on your desktop for storing notes, files, things you copy and put in your clipboard. To open it you just move the pointer to the top of your screen, you scroll down and you drag items from applications on the desktop or whatever right into Unclutter. You can configure it in full-screen mode. It supports multiple displays. It stores your files and keeps your desktop clean from temporary files without you losing them.

It’s really pretty awesome, so we’ll have a link in the show notes to it. It’s called Unclutter. I love this app and I think you will like it, as well. Check it out.

**Feature Presentation - Craig Ballantyne Interview**

**Ray:** All right. So I built up Craig Ballantyne a little bit in the beginning, but now I’m going to go even further. This guy has got a background that kind of makes me a little jealous, but in a good way. It’s not unhealthy jealousy, I don’t think.

He’s been the editor of the personal development newsletter Early to Rise since 2011. I don’t want to tell you too much of this story because he gets into it in the interview, but his daily writings reach over 150,000 readers. He’s also a fitness expert and the author of a groundbreaking fat loss system called Turbulence Training.

**Sean:** I thought maybe it was ground baking.

**Ray:** It is. It bakes the ground. You work out so hard the ground is baked underneath you.

**Sean:** I even thought maybe it was a diet thing, like you bake the ground. It’s like the ultimate paleo.

**Ray:** It really would be. Men’s Health magazine is a publication that he contributes to. He has an advanced research background. He completed a Master of Science degree in exercise physiology. So unlike most people selling exercise stuff on the internet he actually knows what he’s talking about.

**Sean:** Right.

**Ray:** He continues to study the latest in health and performance, but his new book is something totally different. It’s about *The Perfect Day Formula: How to Own the Day and Control Your Life*. So let’s get into this interview with Craig Ballantyne.

**Ray:** Where do you get the guts to title a book *The Perfect Day Formula*? That takes some backbone.

**Craig:** Well, you go through a life of self-improvement, starting at age 16 going to the library to find books that will help you stop being so angry and that’s what I did. Then I went and did a college degree and this exercise stuff and I started helping all these people transform their lives, all the time I’m finding better ways to become productive.

At the end of the day in work a few years ago I would sit there often and think, wow, what just happened today? This was so amazing, we go so much done. In most cases, most people are thinking the other way. They’re thinking, what just happened to today? Where did it go?

I would sit there and have conversations with those people and I would think, wow, my life is nothing like yours. We’re helping people. We’re looking forward to the next morning. We’re able to make big progress and we’re connecting with people. Over time, I started putting this system together and coaching other people towards it.

A lot of my friends are much more financially successful than me, but they’ve used some of my tips to really dial in their days and also to have that separation between work and home, which is really the genesis of the book.

There’s a lot of structure to it and a lot of people can get intimidated by what I talk about in some sections of the book, but it really is about the latter third of the book which is showing them how to have that freedom at night.

To me, thinking back on my time as a child, having my parents around at night not working, but able to actually be present to me seemed like a perfect day in my memory. So I think that’s what we’re offering people here, especially in this day and age of distraction and 24/7 work.

**Sean:** You know, I try to be very intentional about my own days and my time and I have done that for quite some time. I’m always looking for ways to refine my systems and I was kind of surprised when I read *The Perfect Day Formula* to realize there were a lot of gaps in my own systems and I was really lacking in something you just mentioned, which was presence.

Like with my family, we live in the same house obviously, we love each other and have great relationships, but so many nights when I would come home from the office – I have an office outside my home just for that reason, to keep the two things separate – even though I was physically at home I was mentally at work. I realized as I was reading the book, quite often, when I’m at work physically I was mentally at home.

So one of the things the book has really helped me clarify is how to be present. It sounds so stupid, but how to be doing what I’m doing when I’m actually doing it.

**Craig:** Yeah, exactly. There’s the old Jim Rohn quote which is, “Wherever you are, be there.” Whether or not he came up with that or someone else came up with it before him it’s exactly that. For example, Ray, I was just walking around a beautiful park here in Denver the other week with my business partner and we see this little kid kicking a ball back and forth with his father.

His father is looking at the phone. The kid kicks the ball away from the father. The father walks over, still looking at the phone, kicks the ball back to the kid, still looking at the phone and doesn’t look up. Every time the kid kicked the ball you could see the momentum being taken away from the kid because the father wasn’t paying attention to him at all.

I remember back when I was a kid and I would play catch with my dad. Cell phones weren’t around then, granted, but my father wouldn’t have been on a cell phone. When he was playing catch with the kid, my dad was playing catch the kid. We’ve really lost that and I think it’s something that we would better all to get back towards, whether it’s playing catch or whether it’s sitting around actually having dinner conversations.

I was really skeptical of Sheryl Sandberg’s book *Lean In* and then I read it and she really converted me to a fan of hers because of the emphasis that she and her late husband put on dinnertime with the kids. There’s so much research that shows families that eat together just have far fewer problems with the children. I just think those are small fixes that a lot of us can make, if we have better days.

**Ray:** Well, I think that’s absolutely right. I want to hover on a subject for just a moment before we get into talking more about the book.

I see people together at restaurants or out taking a walk and one or both of them are looking at their phones. Sometimes I just want to grab the phone and whack them on the head with it, which is probably indicative of something I need to work on. Do you think the pervasive nature of all these constant signals coming into us from all these different directions explains why so many people struggle with anxiety these days?

**Craig:** It could be. One research study I saw on the phone at the table sort of thing was even if the phone was turned off it distracted our attention. So the phone is sitting on the table, it distracted people’s attention, again, even if it was turned off.

I actually have a rule. I try not to take the phone to meetings or dinners at all, but when I do it’s not on the table. It’s in a pocket, a bag or something away and not visible. I’m like you, Ray, I think if you’re going to be with somebody give them your attention. I don’t mind if some of my friends pull it out and send a message to their family or something because they have to, but I prefer it that way.

Whether or not it causes the anxiety, I’m not sure. There is so much stuff that can cause anxiety these days, from diet to all the stress and pressure and the keeping up with the Jones. It’s probably just another thing heaping on people’s problems and for some people it might be the straw that breaks the camel’s back.

Of all the things I believe in life, like my fitness programs, I truly believe in them, I don’t believe in anything as much as I believe in this book and the lessons that are in there. I am just so darn happy with it.

People can be put off by owning your day, controlling your life. We talk about some of the techniques in the book, like the rules, the pillars, putting these things in place and it’s like, it’s too systematized. I want to be more spontaneous. The great thing is, again, the tools I teach are only to give you more opportunity to be spontaneous and to have freedom. That’s the end message. It’s not to turn you into some productively monster where you don’t let 10 seconds go by without making sure you accomplish something. It’s about focusing on what really matters and eliminating a lot of the junk.

You really do need to control your life. I mean most people would be happy to regain control of their life, to get back control of their life because they probably feel that it really has been spinning and spiraling out of their control.

**Ray:** When it comes to these kinds of books, nonfiction books that help you get more intentional about some aspect of your life to improve it there are three different kinds of books that I see.

The first kind is books that are filled with information, which is good, but information on its own is not very useful really. The second kind of book is instruction books. I love those too because they actually tell you how to get something done. But there’s a third kind of book and these are the kinds I will end up reading more than once. It’s terrible to try to read them behind me because I physically destroy them. I write in them. I mark them up. Sometimes I tear pages out and scan them into my Evernote.

That kind of book, the third kind, is what I call books that use impartation to bring about transformation. They do more than just give you information. They impart a new way of thinking to you and a new way of behaving so that it actually transforms your life and I think *The Perfect Day Formula* is that kind of book.

**Craig:** Well, I appreciate that. Thank you so much. My business partner calls them ‘mental models’. When I was putting the book together he gave me a lot of help and he said you’re thinking and your mental models are becoming better and better and better. Stephen Covey has a lot of mental models. The 4 Quadrants, that’s a mental model.

**Ray:** How can the average person who is listening to this interview take *The Perfect Day Formula* and use it to improve their life?

**Craig:** If somebody has struggle going on right now, I would say if they looked at their life objectively, which is what I recommend people do. Look at your life and how you go through a day as if you were watching a movie about a person that looked like you and was doing all these things.

You would sit there and go why is he or she doing that? Why are they going to Starbucks and buying that really large coffee and getting three pumps of classic in there? Why are they doing that, they know what it does to them later. They feel terrible. They’re full of sugar. They’re full of caffeine. Why are they doing that? It’s really going through that.

Most people who have those struggles, Ray, they’re reactive in life. We talked a little bit a couple minutes ago about people that don’t see the world as you and I and other people in the self-improvement world see it. They see the world as not being within their control at all and so therefore they’re reactive.

The get up according to alarm, but they hit snooze so they’re late. Then they get in traffic and don’t think they can do anything about the traffic, so they just decide to capitulate and sit there through it. They show up late to work and then just check email first. That’s the reactive life and that’s the life that is always going to lead you to burnout, struggle and frustration because you’ll never see that progress that you need to see.

On the other hand, people that are entrepreneurs, people that have done anything in self-improvement, even if you’re an employee, you don’t have to be an entrepreneur to get a lot out of the book, you see the opportunity to be proactive in your life. What that means is you have much more control over your life than you think. You have much more control over your behavior, your actions and how you respond to people than you think.

Now, of course, there’s going to be a lot of things the world throws at you that you can’t control, such as rain on a beautiful Saturday that you want to spend at the park or a boss that is going to throw a temper tantrum, even though you’ve done nothing wrong. They’re angry for some other reason in their life.

Yes, we’ll have to deal with those and cope with those. That’s the second section of the book actually, using the five pillars to cope with what we can’t control. But we can control our mornings, which is the place where the listener can make the biggest changes. It doesn’t matter if you’re an employee, it doesn’t matter if you’re a student, it doesn’t matter if you an entrepreneur with 30 to 50 employees or a freelance copywriter, you can really control your morning.

So that’s how we start off the book, showing people how to create personal commandments or personal boundaries or rules for their life that allow them to really kickoff the day in a kick-butt way so that they get a bit of control. You get that first victory under your belt first thing in the morning no one can take it away from you, that just gives you that momentum to keep on going.

**Ray:** It really does set the tone for the day.

**Craig:** Absolutely.

**Ray:** Reading this book was the first time I ever really sat down and decided to write my own rules for living, so I thank you for that. That was a real gift. The fact that you shared your own rules I thought was really cool, as well.

**Craig:** Would you say most of them have been in your head for a long time and you just finally put them out on paper or did you have to think about creating any or articulating some?

**Ray:** Well, I did give it some thought. I mean I’m a wordsmith, so naturally I would think about exactly how they’re worded. Most of the things are, as you said, already part of my life or in my head, but I had to give some thought to which ones had priority.

This may be more than you wanted to know, but I discovered that I had some rules that I didn’t think about consciously enough to realize that some of them were in conflict with one another.

**Craig:** That’s interesting.

**Ray:** So I had to think, which of these two things do I really believe. So that was an interesting exercise for me. Really, I have my rules and I carry them with me everywhere because they’re in my Evernote which is ever present and it’s really been helpful. It’s a great way to remind myself of what my priorities really are and to hold myself accountable to what I really want to do with my life.

**Craig:** I just want to say, again, this entire idea of rules is going to be quite intimidating to anybody that doesn’t want to be locked into anything. They think that this is just going to make the stress of their life even worse, but it’s actually not. It’s going to free you up for many reasons.

Clearly, we all follow rules every day. Did you stop at a red light on the way to work today? Yes, of course you did because that’s the rule. Otherwise, if we didn’t have red lights, traffic lights and traffic rules we would descend into absolute chaos.

There’s a really great quote by an author named Paulo Coelho who says, “Discipline and freedom are not mutually exclusive, but they’re actually dependant on one another because without discipline you descent into chaos.” That’s totally true, so let’s also look at additional rules that we follow. Did you kill anyone today? No, of course not, you’re following the 10 Commandments and anybody that follows the 10 Commandments has rules in their life.

Then there is another one that’s even a little bit more practical that people can understand. Are you a paleo eater? For people who don’t know paleo means, it means you don’t eat wheat products and you don’t eat modern food, the sort of stuff that comes in a bag or a box. People that aren’t familiar with that can at least understand a vegetarian, they don’t eat meat. That’s a diet rule, so a lot of people have diet rules in place just to help them structure their nutrition.

There is one more example actually I’ll throw out there. Everybody was familiar with Steve Jobs in the black turtleneck and jeans and Mark Zuckerberg in the T-shirt, hoodie, jeans and flip-flops. You’ll actually read articles about these guys. Their entire wardrobe, that was it because that was the rule.

That was their uniform and it allowed them to make fewer decisions and therefore free up their mind for more important decisions. That’s what having rules will allow you to do. It eliminates the number of decisions you have to make because the actions are already automatic in your mind.

For example, if somebody wants to take up the habit of exercise they can make a rule that I sleep in my clean workout clothes, of course they have to be clean, I get up and I go immediately into my exercise, even if it’s only five minutes. I’ll do five minutes and if I don’t feel like doing anymore I’ll stop, otherwise I’ll do my entire little exercise session. That way it’s just automatic that you get up and do the thing.

So that’s what the rules allow you to do for many of the areas in your life is build in automatic actions and that requires less willpower. Ray, I’m sure you’ve read and maybe even shared with your listeners that willpower is now becoming known as something that’s a depletable resource.

So if you spend all day long relying on your willpower and then you go home at night and you’re out of willpower and somebody says, hey, let’s go and have a few drinks and you’re trying to quit alcohol or have this giant slice of chocolate cake and you’re trying to lose 10 pounds, whatever it is, that’s when we go off the rails because we’ve used up all of our willpower. If we followed our rules, we’d have much more willpower left over.

**Ray:** I believe that wholeheartedly, I’ve experienced it in my own life. I was talking with someone about your book a few days ago and I was talking about the rules and they said, well, I’m not comfortable with that idea of rules. So anybody who is listening and you have a problem with the word ‘rule’, I told them okay, don’t think of them as rules. Think of them as a code of conduct.

**Craig:** Absolutely.

**Ray:** It was like, oh, okay. I can handle that.

**Craig:** Right, an operational system. Like if somebody is a computer person they’ll get it. Well, yeah, a computer has an operational system. It’s very similar and I’m pretty sure you’ve talked about it before in your lessons, people that don’t like selling. Okay. Do you like persuading people? Yeah, persuading is all right. So let’s switch selling to persuading because they are one in the same, in most cases.

**Ray:** Yes.

**Craig:** We’re always persuading people to do things, whether it’s get your child to go to bed or get somebody to buy a product. So it’s the same sort of thing, you’re absolutely right. I’ve used the phrase ‘personal philosophies’ as well in place of rules.

**Ray:** Well, whatever we call them, I think they’re really important. When I read your book it underlined the importance for me of having a conscious set of rules or a code of conduct, an operating system; however you want to think about it. The truth is, I believe, we all do have rules it’s just that most people are not conscious of what they are. They haven’t chosen them themselves.

**Craig:** Yeah, just by your habits alone. I could spend a day with somebody and probably say this is a rule you operate by, whether you know it or not. You have a polite rule. You say please and thank you. You hold the door for people. Whether or not you have written that down as a rule that’s a rule you have in your life, that’s for sure.

One thing most people also don’t realize is they might have this idea of rules in their head, but they don’t realize they’ve kind gone on this slippery slope of getting away from the rules. So many people that have read the book will send an email to me and go, you know, I thought I was really dialed in, but after a reflection on my life I just realize how I’ve let some of my most important habits slide.

So it’s a nice reminder and carrying them around like you do, Ray, allows you to keep them front of mind, just like goals. You hear Brian Tracy tell people carry your goals around with you all the time so you don’t forget them. They’re always top of mind and they’re guiding you in making the right decisions.

**Ray:** Absolutely. You’ve referred a couple of times to something in your book that I was blown away by, which is something you call The 5 Pillars. Can you talk a little about The 5 Pillars?

**Craig:** Yeah, I learned these a really interesting way because I’ve been running transformation contests, like the old Body for Life transformation contests, for about eight or nine years now. We’ve had over 25 contests and we give out lots of money to people all over the world. When they enter the contest they have to give the before and after photo, but they also have to give this little personal essay about 300 words long.

I would read the winners’ essays all the time and would say, wow, this person has this, this, this and this in place. Then I would go back into my forums and I’d look at the people who just disappeared after two weeks and I noticed they didn’t have a few of these pillars in place.

So that’s where I first discovered these and then I realized they can be applied to anything. I’ve applied them to stopping swearing, believe it or not. In six days I was able to quit swearing with the pillars and overcoming anxiety. So here they are, Ray.

1. Better Planning and Preparation.

What that means is you’ve probably done planning and preparation for your goals before, but if you really want to succeed you have to take it to the next level. You really have to plan as far as you can and as detailed as you can to be successful at what you want to achieve.

I just went through your copywriting course. Every single day I was watching the videos for 20 minutes. That was one of the thing I had on my daily schedule, 20 minutes copy study Ray’s course. I didn’t get through it overnight, obviously. It took me months to get through it, but 20 minutes was on the plan every day. The day was not allowed to end until I got my 20 minutes done. So that’s what people need to do. If they want to lose weight, they want to get out of debt, they need to plan and prepare for it.

1. Professional Accountability
2. Positive Social Support

There’s a difference between the two, although they sound familiar. So professional accountability is like having a coach, someone who is going to give you expert advice and hold your feet to the fire. If you screw up, he or she is going to tell you that you screwed up and that you better change.

Whereas the social support, I look at those as your cheerleaders, people that are going to be on the side of the road as you run the marathon just saying you can do it. Go, go, go! They’ll never really give you expert advice or hold your feet to the fire, but they’ll always be there on those tough days to cheer you up.

1. A Meaningful Incentive

I’ve changed this over time from just an incentive to a meaningful incentive because I’ve found, even though my own personal experience of trying to make changes, if the reason I was doing what I was doing was not really truly meaningful to me and there was some introspection involved in that then I wasn’t going to stick to my goal.

One time I tried to take up chess and I quit after watching three YouTube videos. It was ridiculous. I didn’t care. I was just doing it because I thought it sounded smart. So I switched over to something that really mattered to me, which was taking up meditation. I haven’t missed a day since and I started it over three years ago. It has to be meaningful to you.

In the weight loss world we give away money and we find that that gets people going at first, but what keeps them going through the midpoint, that’s where the hump is, is thinking about either having more energy for their kids or looking better for their spouse. That’s the meaningful incentive.

**Ray:** Interesting.

**Craig:** Finally, the last one:

1. The Big Deadline

This is actually the most impactful, so I always capitalize it when I’m writing because this is the one that has the greatest impact. A really good example of this that actually doesn’t have to do with transformation, but actually has to do with sales is the power of a deadline in a promotion.

I’ve run over 100 promotions or been an affiliate as part of a promotion and it amazing me how many people buy between 6:00 and midnight on the final day. You’re probably looking at 25% of the people, even if you’ve been selling the program for a week. It’s amazing the human nature, the stupid human trick, as David Letterman would call it, that we’re just driven by this deadline.

The deadline is so powerful and it’s really important that you have this endpoint in your transformation. If you’re trying to get out of debt in 30 days or 60 days and you just leave it as I’m going to try to get out of debt, then we go back to something I learned from Tim Ferriss in *The 4-Hour Workweek* of Parkinson’s Law. The task will expand in order to fill the time allotted for it.

So if you’ve been given this copywriting assignment but no deadline for it, you’re just never going to finish it. It’s like back in college. If the professor says the essay is due April 15th, you’re going to get it done April 14th at midnight. That’s fine. But if he said it was due April 22nd, you’re going to get it done at midnight the day before the 22nd. If it was due on 8th, you would have somehow got it done at midnight the day before the 8th.

So you have to have that deadline in there because it spurs us to action and it also gives us that light at the end of the tunnel. If you’re doing a 90-day transformation in the weight loss world, at about four to six weeks you’re like, oh, this is tough. You know, a lot of new habits, a lot of new changes, but one you hit that midpoint you’re like, okay, I’m officially on the homestretch here. I can see the light at the end of the tunnel. The deadline has that big impact. It’s just how we’re wired. Maybe it’s the fear of loss. Whatever it is, it always amazes me.

**Ray:** Toward the end of the book you spend some time talking about concentrating on what counts. Share a little bit about that. How do we even know what counts?

**Craig:** Well, this is my favorite part of the book, I loved writing that section. I love writing visions for my businesses. I wrote a vision for my family in the book that I encourage everyone to read and I hope they get a lot out of it. It’s really about creating this script for your life. Imagine you’re writing the movie script for your life as to how you want to look in a couple years from now.

I walk people through a whole bunch of questions in the book, basically, helping them understand what matters because that is a surprising question to me. I don’t know if you struggled to figure out exactly what mattered to you, Ray, but a lot of people just don’t know and so I help them figure out what season of life they’re in.

My friend, Luciano Del Monte, who is one of my friend’s father and a pastor up in Canada, he taught me that everyone is in a season of life. So you might be in a season of health. You might be in a seasons of wealth. You might be in a season of family. You might be in a season of giving.

Let’s say somebody is 50 years old and they’ve spent their life taking care of their family, working and now they’ve put on maybe 20 or 30 pounds because they’re not exercising and not dieting. Well, they’re going to be in a season of health now. That’s going to be their No. 1 priority.

I walk people through asking them the questions:

* Where does this rate in your life?
* What’s your priority here?
* Where do you want to be in a couple years?
* What’s the biggest obstacle right now?

* What are your problems?

Therefore, we can find out, okay, this is the season you’re in, here are the priorities for you and now we can focus on what you’re going to do to concentrate on what counts.

Again, this is my favorite part of the book because we did the work, the structure, the rules and the pillars so that we get our days full of accomplishment. So, again, we can get home on time for dinner and then be present for our families, which is what the book is really about. So it might seem like it’s this book full of structure, but it’s really about freedom.

It goes back to that reactive versus proactive outlook on life. I mean if you don’t know what you want, you’re almost guaranteed to be a reactive type of person in life not planning your next move at any time. That just leads you to so much frustration.

Going back to the distractions in the world, the social media and all this stuff, it’s now more than ever. I mean it’s always been this way. Keeping up with the Jones is a phrase timeless and eternal, but now it’s more so than ever and we’re being pulled. One day we see somebody doing this and we’re like, oh, I want to go and to that and then the next day, I want to go and do this. You see people flipping and flopping all over the place to different things.

If you never decide what to do, if you never become comfortable in your own skin, clear about what you want to focus on and clear on what matters to you, then life is always just going to be this struggle with your wheels spinning.

**Ray:** You were just talking about the fact that it’s always been this way and you have several quotes, I believe, in your book from Epictetus.

**Craig:** Yes.

**Ray:** I’ve been reading that whole school of thought recently, over the last year or so. Epictetus was one of the authors I read and I realized through reading him that we haven’t changed. We have the same problems. We have the same bad habits. We have the same struggles socially with what takes our attention away from what’s really important to us. We can’t really use the modern technological world as an excuse. It’s just a new distraction we’ve discovered that keeps us from what’s most important.

**Craig:** Yeah, the desires we have are desires we’ve always had it’s just the examples. He’ll be talking about if you desire your neighbor’s goblet or fancy cup. Well, I don’t think anybody really desires that anymore, what their neighbor has. If they desire what their neighbor has at the end of the day, again, it’s another stupid human trick that we’ve been blessed or cursed with.

In this case, generally, cursed with. It is ancient wisdom, just like the Bible is ancient wisdom. All our problems were solved a long time ago; we just keep on falling prey to the same problems or creating new ones.

**Ray:** Well, even though Einstein did not say it and it’s not the definition of insanity, it is kind of crazy to keep doing the same thing and expecting a different result.

**Craig:** Right.

**Ray:** Toward the end of the book you wrote something. You don’t know this because I haven’t told you, but I’m about to. It was very liberating for me. It was two pages and it was very liberating because I have lived kind of as a mantra this quote from Winston Churchill. “Never give in -- never, never, never, never, in nothing great or small, large or petty…” You have the whole quote in there.

Just never give up. Never stop. I took that almost as my motto for years of my life. You say there is but one thing missing from his advice. The key is to never ever give up on what is important to you.

**Craig:** Yeah, it’s something I realized needed to be added after years of saying never ever give up. We use that as one of our big things in our transformation contests and in my fitness business. At our event every year, our fitness seminar, we put never ever give up on all the T-shirts.

Then I realized in some cases, in some aspects of your life, you should give up. You should give up on chasing things that don’t matter to you. You should give up trying to keep up with your neighbors. You should give up on chasing material goods over the cost of your morals.

All you need to do is add a couple of words there and realize that you should never give up on what’s important to you. Once you know what’s important to you, then you can focus all of your energy there and really attract great things into your life.

So I’m glad that was helpful to you. It was probably liberating for me, too, because whenever I would say never give up, people would always make a pretty good argument that sometimes you should give up on some things. So that’s when I went back and realized it had to be tweaked a bit.

**Ray:** Okay, so I’ve told you how much I love the book. I’ve read it three times. It’s marked up. I showed it to you before we started this interview. I’ve got little markers sticking out, these little tabs I use, post-it notes all over the book with different things in it that are important to me, so I’ve really put it to good use.

One of the things that I love about this book the most is going to sound far out to people, but I want to tell a brief story first and then I’m going to have you talk about your story because it’s a better example of the same principle.

When I was a much younger man and I was working in the radio business, my wife was reading a book. We were not financially very well off at this point in time and she was reading a book by Robert Schuller. Robert Schuller in this book told this story about how he and his family needed a car and he prayed that God would supply them with a car and somebody just gave him a car.

He didn’t ask. Nobody knew he had been praying this, but within days somebody gave him a car. It made her angry. She said nobody just gives you a car. One of the reasons it made her so upset was we didn’t have a good car at that time.

Interestingly enough, within a couple of weeks one of the clients at the radio station where I worked liked the work I did for his commercials so much that he called the station and said I would like to make an arrangement where Ray does all of my advertisements and he comes and does the live remote broadcasts each week from our dealership and I would like to give him a car in exchange for doing that.

**Craig:** Wow!

**Ray:** So I got to go home and say to my wife, you know that thing about how nobody just gives you a car? Somebody just gave us one.

**Craig:** You used up your one ‘I told you so’ card that you ever had in your marriage on that and it was great. That’s fantastic, Ray. That’s an amazing story.

**Ray:** Well, you have an even more amazing story to me, so I’m wondering if you’d be comfortable sharing it.

**Craig:** Yeah, I’d love to share it. When it happened to me I couldn’t believe it because I’m a very skeptical person. I had watched ‘The Secret’ like everyone else and the idea of sitting there and thinking or attracting something into your life without doing anything seemed a little farfetched.

So in 2006, I hired my first business coach. I should have hired one sooner, but I was a cheap young man. Eventually, I did hire my coach and on our first call my coach says, Craig, what do you want your business to look like in five years from now? At the time, I was just selling fitness information products. I’d tell people I’m Canada’s Tony Horton, so quickly they’d go, oh, I get it. I was selling videos and stuff.

So I said to my coach when he asked me that question, I want to have a business like Early to Rise. Early to Rise back then was started by a man named Mark Ford who wrote all his books under the pen name Michael Masterson and he wrote every day on health, wealth and wisdom, how to build your wealth, how to become healthier and how to grow wiser.

I had been following that since about 2001. Every day reading the content and just thinking this Michael Masterson guy, he is a renaissance man. He has everything going for him. I really, really like it and I would love to help people like he helps people. So that’s what I said in 2006.

So we go and my business coach helps me. I have a great successful year. I had joined some mastermind groups with Yanik Silver. I meet some more interesting people. I keep going and taking action. Yanik teaches me how to coach people to do what I did, which is become an information marketer.

Then in 2011, my business partner who I had met through Yanik’s mastermind was at a seminar with Mark Ford and Mark Ford says to my business partner, who I had also that I wanted to have a business like Early to Rise, you know, I think I’m done with Early to Rise. I’m going to move on to something else. So my business partner says to him I think I know a guy who would like to buy it.

So five years, three months and 17 days after I originally said to my first business coach that I’d like to have a business like Early to Rise, I was actually able to buy the exact business of my dreams. I mean this is the business I was born to be involved with. It’s everything I love about the skills I’ve built and the opportunity to help people.

I read a lot of uplifting, social support, positive, you can transform, you can do it no matter how tough things are right now and so I wrote an article like that, sent it out to my list and a gentleman replied back. He was in a very bad situation finally and he wasn’t sure if he was going to last the week. He really thought he had two choices, one, was to go further into debt or, two, to end his life.

So we emailed back and referred to him professional help, of course, then we sent him a video that goes along with The Perfect Day Program that we give to everybody that buys the kit. He replied back within an hour that he was in tears and that this was a salvation for him. It was our version of giving him the free car, I guess you would say, to keep him going.

That doesn’t happen obviously on a daily basis, but that’s not the first time it’s happened. Obviously, we help people lose a lot of weight and we help people find great resources. We were a large supporter of your copywriting program and that’s when I started getting into your coaching. We just look for all types of stuff like that.

It is the business of my dreams and I was able to achieve the business of my dreams by using what I call the Law of Action Attraction. So not only did I kind of modify Winston’s quote, I modified what they’d taught in ‘The Secret’. The Law of Attraction does not work without action, so if you take the right steps in the right directions, you meet the right people and you tell the right people what you want to achieve.

You have to tell people what you want to achieve because if I had not told my friend, he would not have had that on his antenna when Mark said I’m ready to get rid of Early to Rise and he wouldn’t have known to bring that to me.

So you have to identify those people that are good people who are not going to rain on your parade and tell you that you can’t do it. You have to obviously vet the people you tell your dreams to, but if you tell them it galvanizes people to action actually, Ray.

I have this other crazy goal of helping 10 million people transform their lives physically, financially and emotionally. When I sent that out to my email list I had all these people reply back, how can I help, how can I help? People go out of their way to help. You probably know Joe Polish, Ray, right?

**Ray:** Yes.

**Craig:** Joe Polish, if you tell the guy you want to go to a corner store, he’ll go out and get you a map and find you a friend who goes to that corner store who can tell you all the best stuff to buy at the corner store. I mean this guy is the ultimate go-giver and connector.

If you tell guys like that you want to achieve a certain goal they can’t stop themselves from helping you. I think there are a lot more positive people out there in the world like that that can’t be stopped from helping you. You just have to share that and that’s how you attract some good things into your life.

There’s that part in ‘The Secret’ that I actually really like when John Assaraf is talking about he’s living in the house that was once on his vision board. You watch and you go that never happens, but here it was. It does come back to something we talked about before, Ray, which is being crystal clear on what you want. You can’t be wishy-washy and you can’t be vague.

Even Epictetus taught that thousands of years ago. You can’t be vague, you have to be very clear about what you want to become, who you want to become, who you wish to emulate, as Epictetus says, what you wish to attract and have in your life. When you’re really crystal clear on things, then that’s when you start to have the success a lot faster and more specific than you ever imagined possible.

**Ray:** I mean this is now my go-to book that I’m going to hand to people. It’s short, but it has a long-ranging effect. I wonder if you would share a little bit about the kit because that’s really interesting.

**Craig:** Yes, the kit. We knew there was something special in the formulas in the book and so what we wanted to do was build this little kit out. So for people that could get the kit, it was the closest thing to being able to sit down at their kitchen table with me across the kitchen table coaching them through exactly how to go and create their rules

A lot of people might be sitting there thinking, okay, I do like that idea, but where would I even start. So, again, it’s a whole bunch of prompts and questions I go through for creating your rules, your little personal commandments for your life and your boundaries to help you get more done in the day so you have more freedom.

Then we go and do the same thing for The 5 Pillars. We identify who might be your coach and what’s going to be your meaningful incentive, all through questions that I’d been asking personal coaching clients for years and years and years now.

Then we get to, again, my favorite part of the book, which is creating the vision for your life which helps you identify what you’re going to concentrate on and focus on what matters.

All of these little tools and then you also get a couple extra goodies. We give a gratitude journal, which is something that’s really changed my life, my outlook on life, levels of happiness and just a wonderful reminder of how it’s the little things in life that matter the most. We’ve been publishing gratitude journals at ETR for a couple years now. We’ve sold tens of thousands of them, but one of them is included in the kit for everyone.

A special goal setting sheet with a different way of looking at goal setting which I learned from Mark Ford, my mentor.

Actually, one of my favorite things is the scripting pads. There is one exercise in there that I think everyone will get so much value out of, The Brain Dump, which is really the secret to being able to be present.

For people that are listening, The Brain Dump is something I want you to do at the end of the day. If you stop working traditionally at 5:00 o’clock and you want to go home to your family, then at about 10 to 5:00 every night you just get all the thoughts running through your head out and down on this paper and then you could just put the scripting pad into a desk drawer. I’m going to leave these thoughts here until tomorrow morning and I’m going to go home and be present with my family. I think it’s an incredibly invaluable tool.

There are a couple other things in there like Magic Time which I’m a big fan of, which is where you are more productive than any other time of the day. We show you how to capitalize on that and then, also just scripting out the day, in general. But I like that little worksheet, as well.

Those are all the cool little tools you get in there that really help you accelerate the results you can get from the book.

**Ray:** Yup, I love it. I think it’s fantastic, I really recommend it to anybody. If you’ve been listening to this and thinking I love the sound of all this then don’t just get the book, get the kit also. Where do they get all this, Craig?

**Craig:** Just go to [PerfectDayFormula.com](http://www.PerfectDayFormula.com). Not only will they see everything explained, but they’ll actually be able to watch a video of me un-boxing the kit. If they still have a couple of questions, the video is a couple minutes long and it really goes into detail and shows people what they’ll actually get when they open up the little kit that shows up at their door. It’s like Christmas because nobody gets really cool packages anymore, but this one is really wonderful and they’ll see exactly everything that’s there.

**Ray:** All right, we’ll have links to all this in the show notes. I just want to thank you for all the work you’re doing, for the book and for spending so much time with us today to talk about this.

**Craig:** Yes, it was a great interview. Interviews, I always say, are really about the quality of questions and you really asked some great ones ways there in a unique way, Ray, so thank you so much.

**Ray:** Wow, that Craig Ballantyne, he is smart.

**Sean:** He is very smart. Well, if you enjoyed this show and you get help from the show, please subscribe to it in iTunes using the iTunes podcast app. The podcast app not the iTunes podcast app.

**Ray:** It’s just the podcast app.

**Sean:** Yeah.

**Ray:** It’s on your iPhone.

**Sean:** It’s on your iPhone. That’s really helpful. Make sure to put your real name and website in the text because you may show up on one of these episodes.

**Ray:** Let’s do that.

**Sean:** Okay.

**Ray:** I’m just going to take the time.

**Sean:** Well, why you’re doing that we are also on Stitcher, so if you prefer you can subscribe there. You can connect with us on Facebook, Twitter, Google and LinkedIn and you can get the transcript on the website, which are provided by Success Transcripts; they are not a sponsor.

**Ray:** Why do you say that?

**Sean:** It’s from Good Mythical Morning.Every time they bring up a company that’s not a sponsor they say that.

**Ray:** That’s another Tip of the Week, by the way, Good Mythical Morning is fun stuff.

Okay, let’s look at some actual reviews that we have received on iTunes… Kirk and Larissa Rasmussen.

**Sean:** Ooh, all right.

*The Ray Edwards Show is definitely one of our favorite podcasts. My wife and I listen together and often listen to each episode three times.*

**Sean:** Whoa!

*Not only do we learn together, but it keeps us focused on goals and projects together. I’m always impressed after show that she will comment, out of the several podcasts we listen to, the Ray Edwards Show is my favorite. We have enjoyed Ray and his son doing the show together and love their interaction.*

**Sean:** That’s cool.

*They are a wonderful father and son example. A huge thanks to both of you for the inspiration, motivation and creating the desire to act upon achieving our dreams, Kirk and Larissa.*

**Sean:** Awesome! Thank you.

**Ray:** Dang!

**Sean:** Dang.

**Ray:** One more. Tom Wiley, who gave us five stars, by the way, says:

*The Ray Edwards Show has become one of the two podcasts I try my hardest never to miss an episode of. The content is immensely valuable and I especially appreciate Ray’s openness concerning his relationship with Christ that influences both is personal life and his business. I really like the current format, especially The Spiritual Foundations, Tip of the Week and the Feature Presentation top or interview. I enjoy the father-son dynamics and humor that happens when Sean also gets to be part of the show.*

That implies that I don’t let you be part of the show enough.

**Sean:** No, sometimes I’m just sick or traveling or something and we just can’t do it.

**Ray:** That is really awesome. So thank you very much Tom Wiley, we appreciate you so much. We’ll read more of these reviews next time, but we do appreciate it when you post a review on iTunes. We will read them and give you some props and promotion on the show.

All right, until next time, I pray that God will continue to bless you and that he will do more for you than you can ask or even possibly imagine and that favor will chase you down.

**Sean:** That’s right.

**Ray:** Until then, peace to your house.

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