



## The Four Cornerstones of Strategic Living

### Episode #250

**Ray Edwards:** This is the Ray Edward Show episode 250. Entitled, *The Four Corner Stones for Strategic Living*, Brian Holmes. Before we get to that, I want to tell you about something exciting we have going on this week. It's the *Copywriting Virtual Summit*. This is a virtual summit on how to transform mere words in to more wealth. It happens September 21 through 30th. It's open for registration right now. The best part is, this is a big conference where we have 30 expert speakers in the world of copywriting and marketing, and your cost is zero. It's free access to the virtual summit. There's no travel. There's no air fare. There's no hotel and there's no charge. This is your chance to learn tried and true copywriting techniques, from the world's best copywriters and marketers. We're going to start things off in our opening session with the world famous marketing genius, Jay Abraham.

If you haven't heard of Jay, then let me just tell you about this man. Jay is a legendary business growth expert. He's acknowledged as perhaps the top specialized performance enhancement mind in business. He has a track record that is pretty impressive. Both in terms of success stories, like he's helped tens of thousands of business worldwide, and generated billions of dollars in documented profit increases, and he's been featured in dozens of publications like *Forbes*, *Success*, *Entrepreneur Inc.*, *The Wall Street Journal* and many more. That's just phase one.

Then we have, this lineup of superstar copywriters that will blow your mind. Blob Bly, David Garfinkle, David Doig, John Carlton, John Benson the inventor of the videos sales letter, Kevin Rogers, Ben Settle, Bond Halbert, the son of Gary Halbert. Yes, that Bond Halbert. Brian Kurtz, Daniel Levis, Lorrie Morgan Ferrero, Michele PW, Pauline Landon, Ryan Healy, and the list goes on. These are names that, for most of you, if you know anything about copywriting and marketing, especially today's brand of marketing, you're going to recognize names like Amy Porterfield, Don Miller, the creator of Story Brand, John Lee Dumas, Joel Comm, Craig Valentine, Justin Livingston, Mike Stelzner, Perry Marshall, Chandler Bolt, Ryan Levesque, and even the inventor of the product launch formula, Jeff Walker.

This summit is going to be the very best conference you've ever attended on copywriting and marketing. The best part is, you don't have to attend it. You can view it and experience it from your own home, from your tablet, from your phone even, from wherever you care to experience it, but you don't have to get on a plane, you don't have to go to a hotel. You should go and sign up, it's totally free access right now, [copywritingvirtualsummit.com](http://copywritingvirtualsummit.com). There will be a link in the show notes, but it's pretty easy to remember, [copywritingvirtualsummit.com](http://copywritingvirtualsummit.com). The first session is September 21. If you're hearing this before then, be sure and go sign up so you do



not miss the session with Jay Abraham. Again, that's [copywritingvirtualsummit.com](http://copywritingvirtualsummit.com). Now, onto our interview with Brian Holmes.

**Brian Holmes:** Ray, it's always a delight, and what a privilege it is to just come on and share with your audience.

**Ray:** You have got so many things going on. You got the *Strategic Leader Podcast*, which I highly recommend. You got the *Monday Mastery Videos*, on your YouTube Channel which is outstanding. There's your blog at [brianholmes.com](http://brianholmes.com). I got to tell you, the thing I'm most excited about, and this is from my heart. This is not-- you didn't write this out for me. I don't have a script. This is just from my heart. I just was going over the preliminary manuscript for your new book. Dude, I am so excited about this, that I think it's going to be a game changer for people. You and I were talking about another book, somebody else's book a few minutes ago and you said, "That's a game changer.", and you don't say that about things very often. I don't say that about things very often either, because I think there's certain phrases that get overused in the podcasting world, and the improvement and business building and self-improvement world. Some of those phrases are, "It changed my life, I was totally transformed, it's a game changer", that's why I try not to use those things unless I actually mean them. This material, this body of work that you've created, I believe it really is a game changer.

**Brian:** I think so. For me personally, it has been. Because it's something that I have been working out in my own life over the last number of years as this framework has kind of come to me. I think it maybe. I really believe it will be. In fact, the book you're mentioning is *The Four Cornerstones for Strategic Living*. That really is a primer. It's a pretty short book, which I'm-- by the way I'm discovering that short books are great.

**Ray:** Yes. You actually read them.

**Brian:** Yes. You do. And you feel like accomplished something, and if the content is rich enough, you've actually moved the needle.

**Ray:** Well, yes. The truth is, most books that are in the 200 page range, are there because the publisher told the author, "Well, we need your book to be 185 pages long. That's what sells". So, the author took an article and expanded it into 185 pages. I think we're better off if you have a book that's 25 or 30 pages long, or I don't remember what the page count on your book is. Whatever the case maybe, the short books, they get right to the meat that give you the information and the transformation you need. Those are more powerful because they get read, they get finished, and you can read them more than once, and continue to learn from them.

**Brian:** Absolutely. Now, this book is going to be 50, 60, 70 pages, somewhere in that neighborhood. I'm not really concerned about the count. I'm concerned about the content. But it's a primer really, because there's a broader spectrum of this. It's really the framework, four cornerstones is truly four cornerstones. On cornerstones,



you build a structure. In the coming months and years, we're going to be building on this, unpacking these. I'm really excited about this.

**Ray:** Let's camp on that for a moment. Four cornerstones. You're talking about a building, every building has four cornerstones that if they're laid correctly, and firmly, and they're lined up. They're aligned the way they're supposed to be, then the entire structure will stand strong. That's the metaphor that you're going for here right?

**Brian:** Exactly right. In the book, in the opening comments, we talk about the pyramids of Giza, and how there are truly four cornerstones. Those are some of the only pyramids that have stood the test of time. They're there millennium later, generations later certainly. They're there because of cornerstones that were set precisely. This is before technology, this is before electrical engineering, all of the stuff. This is before all the tools we have today. Those cornerstones literally set in place a foundation that allow these structures to stand the test of so many thousands of years. It's pretty amazing.

**Ray:** Now, so that people understand what I mean, when I say it's a game changer. I do believe this is foundational material. I honestly believe, this will be foundational material in the area of crafting a better life for oneself. For crafting a better life for one's family. For crafting a better future for one's company. I believe that strongly in it, but could you explain what the four cornerstones are, where they came from, and what they mean to us?

**Brian:** Absolutely. Let's just kind of list them out, and then we'll unpack them as you see fit and we'll go from there. The four cornerstones for strategic living is a framework for constructing a life that matters. Constructing a life that is effective, productive, and successful. I define success as, having accomplished what it is God has created us to do in our lifetime.

**Ray:** Okay. Let me pause for a moment. I should've asked another question first.

**Brian:** Sure.

**Ray:** What does it mean to live strategically?

**Brian:** Okay, great question. Well, this is pretty simple when you think about it. But, how many people do we know that wake up every day, they roll up out of the bed, they run to the kitchen, grab their cup of Jehovah Java, and they go about wondering into the bathroom, jumping the shower, do the deal, get dressed, kiss the wife or the husband goodbye, pat the kids on the back of the head, and go off to do something they hate doing, they don't find satisfaction in, they're not really making a difference in their world as they were created to do. They're just doing life incidentally, accidentally. They're just, floating through life. Not really serving the purpose for which they were created. I believe that we must really live our lives with great intention. On purpose as it were. I call that living strategically, and living strategically takes purpose and intent a step further. It means that we have to look at



all the really major components of life and factor those out, to construct a plan, a road map.

The bible talks about right vision. Make it plain, so that those that read it may run. I believe we must have a strategic plan to live our life by based on these components that God has inherently placed in our lives.

**Ray:** These four cornerstones, lead us to building that strategically driven life.

**Brian:** That's exactly correct.

**Ray:** Okay. Take the ball and run with it. I'll try not to interrupt you again.

**Brian:** No, interrupt anytime. I enjoy it. The four cornerstones are listed in order. Number one, personal healing. Number two, personal discovery. Number three, personal development. Number four, personal deployment. Now, you mentioned a moment ago that these same principles can apply to family. Can apply to relationships. Can apply to companies, businesses. And so you could substitute personal for business healing, business discovery. Whatever the case may be. You get what I'm saying?

But let's just take this from the individual standpoint, because really the business is only going to as healthy as the individual who runs it, but we'll just come back to that later. Personal healing, personal discovery, personal development, personal deployment.

Personal healing is what I will call in this framework the chief cornerstone. It has to be set in place first.

**Ray:** Okay. All right. I'm just trying to be an advocate for our listeners, some of whom I feel like right now are going, "Now hang on, I am not screwed up. I do not need personal healing, I'm healthy, I got my head screwed on straight, I would like to skip this woo-woo part."

**Brian:** Okay, well, I would encourage just to listen, consider, and if doesn't apply to you, which is probably not the case, but if doesn't apply to you then move on to step number 2, okay?

**Ray:** Okay, tell us what is the personal healing thing all about?

**Brian:** Well, all of us every human being probably born to time has experienced various inputs, or trauma, or models that we've observed, whatever the case may be, we've learned things through our experiences, one way or the other. And those have caused limiting beliefs, caused perceptions about our worth, our value, in some cases there's been great violations of our person. That was the case in my life. I was raised in a great Christian home. Not that that's the -- well anyway, I was raised in a great home but I had a major incident happen to me at a very young age, which, even though I didn't continue in that trauma day to day, the point was is that it



caused me to think certain ways about my abilities, about my future, about my capacities.

And here's the thing, unresolved or unreconciled issues in our hearts, whatever the source of those are-, unresolved, unreconciled, unhealed issues deep within the inner person create a ceiling on our ability to maximize our God-given potential. In other words, you're going to tap a ceiling at some point. You may be able to experience great success, prosper to a certain degree. But at some point, you're going to max out at the point where you have unresolved or unreconciled issues internally.

I can state so many case studies here and these are not criticisms at all but Tiger Woods, and Justin Bieber, and Amy Winehouse, great singer, great performer but tremendous internal struggles and difficulties. And at some point as high of a level of successes you may achieve financially, sponsors, whatever you may have, at some point, that's going to catch up with you. And it's going to unwind or self-destruct if you will, your capacity.

**Ray:** And I believe that is true. And I also believe what you said earlier that I think everyone of us has areas inside that could benefit from healing and restoration. And just if you would-- as you're listening to this follow along with me and see if any of these things sound familiar. Have you ever made a resolution or set a goal and not achieved it? Not done the things that- well, you knew what to do, but you couldn't get yourself to do it.

**Brian:** Yes.

**Ray:** There's an internal conflict that caused it to happen. Have you ever thought to yourself, "I should be more attentive to my spouse, be present when I'm at home and not be snippety and short tempered," yet you still end up being distant and far away and snippety and short tempered? There's an internal conflict that you need to resolve.

Have you ever been at work and been frustrated and thinking, "Why do I have to work so many hours? I need to be able to relax. I'm tired of working 60 hours a week and nobody appreciates me." There's internal conflicts that need to be resolved. It is so pervasive, I think that's why we don't see it.

**Brian:** Yes. The abnormal has become normal and so it's really become our default reality. We need to step back from that and recognize that some of these things are limiting behaviors, limiting beliefs, and they will keep us stuck in our present reality if we don't address those, be willing to unpack those, dive a little deeper and look at those from an honest heart and allow personal healing to happen.

I want to mention too that, personal healing doesn't have to be some spiritual spooky weird deal. Personal healing is about the mind, about the heart, about your emotional state. It can certainly be a spiritual and a godly thing but at the end of the day, personal healing is about looking at your life from a very honest perspective

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and allowing yourself permission to go to the painful places and deal with things that are unresolved and unreconciled.

**Ray:** In your book you even say, this is like a fracture in your foundation.

**Brian:** It is, it is. And that word fracture, or another word is fault F-A-U-L-T and fault can be defined as is, "It's your fault," like you did something wrong and you messed it up. But fault can also be defined, and it is defined as a crack or a fissure beneath the surface. You can't see it with the naked eye. You think of San Andreas Fault on the west coast, which I know you're familiar with, and think about that.

On the surface, everything looks wonderful. It's engineered, it's constructed, it's put together well, what have you. But a few feet below the surface there is a massive chasm, a fracture in the earth's foundation that is unseen to the eye. And it has the potential to undo everything on the surface. Such is the case with these unresolved areas in our lives.

If we don't deal with these fractures that are deep within us, at some point, things begin to shake and our money, our work, our family relationships, our marriages, these things begin to feel the effects of something that is unresolved below the surface.

**Ray:** Now, we certainly don't have time to give anybody the formula for fixing these fractures in this short little interview. But if I'm listening to this and I'm thinking, "Oh my gosh, I really do have something that I need some help with," where do people go? What do they do about this?

**Brian:** That's a great question, obviously, I advocate going to counselors. But I think you have to have a framework for that even. You have to go in knowing what it is that you're looking for or looking at. And allow them the ability to see and help you navigate that. There are many programs, Pathways Life Management is one. We do a profile or a personal transformation profile that walks you through a questionnaire that interestingly enough helps people unpack, and discover, and look at, "Okay, my gosh, I need to look at that."

The truth is, Ray, if you can get honest enough, long enough, to acknowledge the evidence that exist in your life that is such a massive first step in the direction of personal healing. Most of us just brush over it and move on, and pull ourselves up by the bootstraps. But if you can acknowledge it, bring a coach, bring a mentor, bring a counselor, someone alongside of you or enroll in some of the great programs that are out there. We help you, [brianholmes.com](http://brianholmes.com), we do a lot of coaching and personal transformation coaching in that area. But get someone who can help you navigate through a step by step process to get you from where you are, to where you need to be in the area of personal healing.

**Ray:** Agreed and it's so important. It is the chief, as you said, the chief cornerstone. And I think -- I just want to underline, magnify, the fact that you have to be careful when you go looking for a counselor. Because there are counselors out there, many

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of them if not most of them, that are more screwed up than the people they're treating. And so I just would carefully encourage you to do your research and find counseling service or person who knows what they're doing, that you can trust.

And I -- there are very few organizations or people that I trust enough to just give a blanket recommendation, but in your case, Brian, I would recommend anybody go to your website, [brianholmes.com](http://brianholmes.com), and you got different avenues where they can engage with you. And I complete trust you. I would send any member of my family to you without hesitation and so I think that's good place for people to start.

**Brian:** Man I appreciate that so much. And if we can't help someone specifically, I promise you, because of our years of experience in this area, we will direct him to very, very strong powerful, wonderful programs or individuals who can.

**Ray:** Okay, so we started the healing process, and maybe we are not all healed up but we're patched up enough that we're not leaking anyway. What's the-- [crosstalk] [unintelligible 00:19:07]

[laughter]

**Ray:** The next cornerstone is personal discovery. What's that all about?

**Brian:** Personal discovery. So once we've dealt with the unreconciled issues, now we're going to move into, "Okay, who am I, why am I here?" We've heard our friend Dan Miller talk about this for years. "Who am I, why am I here?" Which sounds like a wonderful interesting question but there are very specific ways you can discover that. One is, you obviously look at personality styles, which I'm sure many of your audience have heard about that.

You look at your gifts and your strengths. Gifts [unintelligible 00:19:40], skills, abilities. What are you good at? What do you enjoy? What are your passions? What are the things that when you're engaged in those things, they are literally energizing you? They're causing you to tap into creativity, tap into productivity, tap into new ideas and serving others well and adding value, those kinds of things. We have a formula that we take people through to discover those values, personalities, gifts, and strengths. We literally unpackage each of those step by step. But I don't know too many people, Ray, who have actually taken the time to inventory, "Who am I and why am I here?" and it just doesn't make any sense to me.

**Ray:** The fact is, you need a framework for how to do that.

**Brian:** Yes, yes you do.

**Ray:** Even people who have tried to do it, I think, haven't really known how to approach it. What about the person-- because I hear this so often, I'm sure you do, too. The person who comes here and says, "But Brian, I don't have anything I'm passionate about. Nothing lights me up."



**Brian:** Well, I can probably ask them about three questions and disapprove their theory or their self-position. However, occasionally you do meet a person who is incredibly pitiful, and by that, I mean they wallow in pity quite often, and you meet the same person who has so much unresolved, unreconciled issues in their self-worth, that we're going to have to do some serious, deep-down work before we can discover much.

**Ray:** There it is, we're back to the personal healing.

**Brian:** Personal healing is number one.

**Ray:** Yes, yes. That's where I figured we were going to go but-- Okay, personal discovery, and then once we've discovered, what lights us up and what our purpose is, what's personal development about?

**Brian:** This is one that is very dear to my heart, I'm very passionate about. I struggle-- well, let me back up and say this; you know that my background for many, many years, was vocational ministry. Meaning, I was in full-time pulpit, religious roles and functions. It amazes me that even in that culture, there is a very high focus and emphasis on image, a very low focus, very low emphasis on investment. By that, I mean individuals want to present or project that they have certain things together. They know how to talk the talk, they know how to look a certain way, dress for success, yada, yada.

But they just don't invest much in themselves. Personal development - if you think about the sequence here, personal healing, paramount; personal discovery, critical. Now that I know who I am, why I'm here, it seems to me the natural progression would be "What do I need to do to hone in on those skills, to build, to become better, to become more knowledgeable, to become an expert in my field, to become more skillful and more relevant to those, to the group of that I'm called to serve?

We're talking about simple things, Ray, like reading books, like taking online courses. I'm not against higher education in the institutional sense. If there's an area you're called to serve and it requires institutional, academic education settings where you go to university, go to school, get a certification. I'm just saying people tend these days to show where I grew up. When I was 16, 17, 18, I was buying Zig Ziglar and everybody else, Earl Nightingale. I was investing my hard-earned lawn-mowing money into cassette tapes. Some of the people listening don't even know what a cassette tape is. But I invested in growing me, growing my mind, growing my beliefs, growing my faith, growing my confidence. I'm talking about personal investment again, I advocate a strategic approach to that, not just random buying stuff for the sake of buying stuff. But really focusing in on the things you've discovered as a framework for who you are, why you're here, and developing that person.

**Ray:** This is the reason. It's just like a recipe has an order, that you do things in. An order that you combine the ingredients in and if you go off the order, you can get unpredictable results. Like the cake doesn't rise or the stroganoff taste horrible or

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whatever the case may be. It's why when we speak, when we write, we have a syntax, we have an order that the words go in or else, the sentence doesn't make any sense. The famous example is, you can say, "The dog bit Johnny," or you can say "Johnny bit the dog." All the same words.

**Brian:** I know John. [laughs]

**Ray:** very different meaning. That's why it's in this order; one, personal healing; two, personal discovery; three, comes personal development, only after you've dealt with the first two. May I ask you this, does this mean I have to have perfect healing and perfect discovery before I get into personal development?

**Brian:** Great question. Here is something that is going to surprise everyone and we'll talk about personal deployment in just a moment. But this is a life-long cyclical process. Because as I grow as a person, as I expand my reach, my influence, higher levels of influence often times reveal other areas that I've not yet seen need to be healed. In other words, the more high-profile environment that I'm in, the light shines a little bit brighter, so it may reveal something in my heart or in my person, "Oh, I got to go back and deal with this now," which leads to greater healing, a higher level of discovery about my purpose, about God's plan for my life. It really is this never ending thing. I do believe that a person can really focus for 9 to 12 months, possibly, and really emphasize this whole process and exercise to get the foundation laid. But then, over the course of one's life, it's seasons of healing, seasons of discovery, seasons of development and seasons of new deployment.

**Ray:** I love that season's comparison because we can all understand that. That it's not-- you don't have four seasons and that's it, it's all over. It's cyclical. When you're into winter season and things are cold and frozen and dead, do you know, spring is going to bring new life.

**Brian:** Yes, it is.

**ray:** That's a beautiful thing. Somebody designed a great system when they set that up.

**Brian:** Yes. I wonder who that could have been.

**Ray:** Okay, I'm sorry

**Brian:** No, go ahead, go ahead.

**Ray:** I'm just going to say, we've walked through the first three cornerstones and that leads to the fourth one which I think, this is usually where people start and this why they have so much trouble. Because people want to get out there and do the stuff. So tell us about personal deployment.

**Brian:** Personal deployment is just what it sounds like. The metaphor that I draw on this often times is we have great men and women that serve our country in the



military. They do things that most people are not willing to do. They go to the front lines, they go the dangerous places to provide to us our freedom. I want to just throw that in right away. I honor, respect, and love our men and women in uniform.

Here's the deal, though. Each of those young men and young women begin by enrolling in the process and they go off to a boot camp, go off to a training program-- in fact, my wife and I were in an airport, I think it might have been Denver not too long ago. We were both overcome with emotion because we saw a sergeant or somebody in a military uniform and he had 20 or 30, maybe 40 or 50 young people, 18 year olds, fresh out of high school, gathered around him and these kids had opted in to the military and they were actually going to the process at the airport of getting their selves sorted out.

I'm thinking to myself, "I got a daughter just graduated high school that could be my daughter." It's overwhelming to me but those kids were off to train. They were off to deal with internal issues. Because I promise you, in boot camp, you go- the lights going to shine on some stuff. You're going to deal with some stuff. They're going to learn skills. They're going to discover who they really are. They're going to discover what their aptitudes are.

They're going to do the-- this whole thing we're talking about, at some point, they're ready. Some point, they're trained. At some point, they have mastered certain skill sets, certain job duties that they can go now serve in that capacity. But there comes a moment when these kids get their orders. They get a letter in the mail or they get a notification [inaudible 00:28:42] they're being [inaudible 00:28:47] to the place where they can most [inaudible 00:28:51] what they've been prepared to do, that's deployment. You're exactly right, man. You said a moment ago, so many people say, "Gosh, I want do that." They deploy, they go, get started doing that.

I appreciate the fact that they do that. I love the initiative and the passion and all of that. But here's the thing, if you've not been healed, if you've not discovered some things about who you are. If you've not developed those skill sets, you're going into that place of assignment ill-equipped and likely, you're going to find yourself in failure, in crisis, in all kinds of issues. So we advocate this position of do the thing, do the process, deploy. Again, deployment is seasonal. These kids may come home for a rest a bit, get to hang out with their parents, with their friends, or their husband or wife, and they're going to go back to some training and be redeployed again. It's all seasonal. But deployment is the fourth cornerstone, not the first cornerstone.

**Ray:** This concept of the four cornerstones of strategic living, I believe, really is the past that so many people are looking for. Because if you take care of things in this order then you have a firm foundation underneath your structure of your life, of your business, of your family, of your relationships and then you can build on that. You can build as high as you want to, as high as God has inspired you to do and really achieve-- I think everyone of us has got a mission inside of us, some specific purpose that we were put here with, most of us more than one and you got to lay the foundation before you can get all that stuff done. And I just think you've got such as



fantastic approach, and way of helping people with that. I know you've got a gift for our folks so why don't you tell us about that?

**Brian:** I'm spreading this message. Again as a primary, it's the foundations for where we want to go, but for your audience those that would like to do a little bit deeper dive on the subjects, understand it more, this is a quick podcast. I want to just offer your audience access to an online course, this course sells for \$97 in our store, but I want just to give it to you guys right now as a gift. This is a way for you to take about 15, 20 minutes as we unpack each of the cornerstones and there's five videos total in this course and that's the thing but here's the big news. Are you ready for this?

**Ray:** I think so.

**Brian:** The book you mentioned, that is yet to be printed and published. I want to do this for you, exclusive to the Ray Edward show quite literally. Not only are we going to give you access to the course, but I also will send each of your audience members a free copy a PDF copy of that book, and that unpacks it even more the videos do. I just want to share that with you guys and hopefully my prayer is that this will spark a desire in someone's heart, to pursue a fresh way of looking at life. Living a strategic life wherever you are in your life right now, whatever it is that you're dealing with, maybe you feel hopeless, maybe you feel like you're just not being effective, regroup around this framework and see if you can get some traction. I believe with all of my heart that you will.

**Ray:** I believe it to, look I'm studying this material myself, I'm going through this process, I'm looking at—and I'm starting with cornerstone number one, like what is inside me that needs healing? Because we all- no matter what level we are at in life, we're constantly peeling new layers of the onion and discovering, "Oh, I didn't know that was there." I just really encourage you to do what Brian is talking about. Approach this thing, open, approach it wide open as in being vulnerable to, "What is it that I need to discover that needs to be healed inside myself and how can I go through this process?" And I love this framework these four cornerstones, personal healing, then personal discovery, then personal development, then personal deployment.

Just one more question, that just occurred to me. If I'm already, "Deployed" how does this work for me? If I'm already working in a company or in my own business or in the mission field or whatever, how do I approach this?

**Brian:** Promotion and elevation are also cyclical, also seasonal. I don't know of any person that wants to stay on the level they are now. You may be functioning in tremendous success and prosperity right now, but I promise you this, if you want it there's another level for you. My thought is to that individual, wherever you are go back and embed yourself in this process and see it from my perspective, what God might reveal to you about, his preferred future? What does he have for you next?



What's the next level? Here's what I know whatever was excellent on the previous level is mediocre at best on the next level.

You think you're doing great here, just wait till you allow yourself permission to go through this process and get promoted or elevated to a new level of functioning, prosperity blessing, influent all those things, it's just a different deal. Every time you're ready to go to the next—look, every level will require some test.

**Ray:** Yes. Yes.

**Brian:** Get yourself the deal. My thing is just see what might come out of this process for you and is there something more that you can step in to the season?

**Ray:** And you can get started for free you can get the video training and you can get the actual book, before anybody else can get it, and where do they get that Brian?

**Brian:** [brianholmes.com/ray](http://brianholmes.com/ray). [laughs]

**Ray:** That is cool. Well, Brian that is so generous, I really appreciate you taking time to share *The four Cornerstones* with us and I applaud the fact that you're sharing with the world. I think that this is an important message that needs to be spread and if people want to get in contact with you, like they want to have you on their podcast or have you their event or something like that. How do they do that?

**Brian:** [brianholmes.com](http://brianholmes.com) there's a contact form right there, either that or call our offices the number's there on the website we'd be happy to serve you. My assistant Val will make sure anyone that calls from [rayedwards.com](http://rayedwards.com) is going to get priority service I promise you that.

**Ray:** Be sure and grab a copy of Brains' book *The Four Cornerstones for a Strategic Living*. I think you'll be glad you did, I know you'll be glad you did. In the meantime God bless you and may he continue doing more for you than you can ask for or even possibly imagine.

**[End 00:35:25]**