



Ray Edwards Show Episode #271

How To Achieve Instant Success

Ray: Ray Edwards Show, episode 271, "How to achieve instant success."

Radio DJ: The Ray Edwards show. Live your destiny by design. Start, run and grow your own internet-based business and create the life of your dreams. You can do it. This is the Ray Edwards Show.

[radio music background]

Ray: Our topic today is, "How we achieve instant success."

Speaker 2: Which really goes well with the podcast we had a couple weeks back about--

Ray: "How to make money fast?"

Speaker 2: Yes.

Ray: Do you know how many messages I've got from people saying, "I thought it was going to be something totally different."

Speaker 2: That doesn't surprise me. [laughs]

Ray: If you haven't listened, that would be episode number 269, was it?

Speaker 2: No.

Ray: 270.

Speaker 2: No, it's further back then -- I don't know.

Ray: Well, just how to make money fast. Look for that. You won't find many other results in the internet about that.

Speaker 2: No. [laughs]

Ray: How to achieve instant success? Here's how you do it. You change the way you define success. How we define success is important. I think that it is worth talking about changing the definition. Because it's important how you think about success. We're going to get to that. I propose that anybody can enjoy instant

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success and still be engaged in growing, achieving and serving at the highest possible levels. When I say change the definition, I'm not saying, "Everybody's successful. Everybody's a special snowflake."

Speaker 2: You're not celebrating mediocrity.

Ray: No, absolutely not. Unless that's your goal. If your goal is mediocrity, then congratulations in keeping with most of the world. That was an opinion that sucked up. It was my outside voice. My inner dialogue is coming out. Also, coming up, how you can get my new VIP email insider newsletter.

Speaker 2: Hey, I don't even know about this.

Ray: It's free forever. That means that I'll never charge you for it. I might stop doing it next month but I won't charge you for it ever.

Speaker 2: [laughs]

Ray: This is my raw thinking as it happens. Before it's published on the blog, before it shows up in a product, before it becomes R&D'd, ripped off and duplicated by other people. Thank you, Dan Kennedy, and Bill Glazer. I ripped off and duplicated that name from you guys.

[laughter]

Ray: I'll tell you about the newsletter. I think you're going to like this. If you don't, I'll just stop publishing it. I won't say anything more about it so nobody will know that it died a slow or quick painful death.

Radio DJ: Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

Ray: Spiritual Foundations. I've been struggling with rest lately. As in not resting. Because I got back from a trip.

Speaker 2: Echoes, "What are you supposed to be doing today?"

Ray: Resting.

Speaker 2: [laughs].

Ray: This is supposed to be my day off. But now who was it this -- Let's back the truck up. Let's go back to when I returned from my trip. What did you say to me?

Speaker 2: Yes.

Ray: The words you spoke to me in our living room.

Speaker 2: I can't remember the exact words. You'll have to remind me.

Ray: The exact words were, "You don't look good."

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Speaker 2: [laughs] That's right.

Ray: They ring in my ears. "You don't look good."

Speaker 2: [laughs]

Ray: Then you went on to say something like-

Speaker 2: You need to rest.

Ray: - and I said, "Okay, I'm going to take three days off. Friday, Saturday and Sunday."

Speaker 2: Well, it didn't come quite that easily.

Ray: Okay, eventually I got there.

Speaker 2: [laughs]

Ray: At first I think I glared at you.

Speaker 2: There was a glare but there was also an instant recognition that I was probably right.

Ray: Yes, then there was a question for me in my mind of, "How the heck am I going to do that?"

Speaker 2: Yes, I tried to short circuit it by saying that, "I don't care. I know you got a lot to do but your brains more important."

Ray: That was an argument that began the process of winning me over.

Speaker 2: [laughs]

Ray: I have been struggling with resting lately. First of all, this is going to sound, some people are going to go, "So, so sorry for you, Ray." Too many opportunities. We just have so many good things coming at us. It's hard to say, "No" to a lot of this stuff. But it's impossible to do everything that becomes available to us. Would you agree?

Speaker 2: Yes, absolutely.

Ray: Then too much to do. We've just added team members but we still got a lot going on. There's too much stuff to do which we've discovered. Because I was traveling and then you got sick.

Speaker 2: Right

Ray: It's just like, "Who's going to do all this stuff now?"

Speaker 2: It's like, "The company just kind of stopped." Except Tammy. She kept cruising.

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Ray: Tammy is like the Terminator. We have two Terminators. We have Tammy the Terminator, and we have Marshall the Terminator.

Speaker 2: Yes. Two powerful people. Powerful employees.

Ray: We thank God for them every single day. Then I've got neurological complications because I have this little neurological annoyance I deal with every now and then. But it's causing me trouble with my sleep. Night before last, how much did I sleep?

Speaker 2: None.

Ray: I couldn't go to sleep at all. I laid in bed watching *House* on my iPad thinking-

Speaker 2: Well, that will help you sleep.

Ray: -I'll get to sleep with *House*.

Speaker 2: That's a low stress.

Ray: Yes, it's a low-stress, low key, really peace inducing. Kind of gives you the peace that passes understanding.

Speaker 2: [laughs]

Ray: But I couldn't go to sleep so I just got up and worked, all night, until 6:00 in the morning. Then I took a break and started working again.

Speaker 2: Good, that's healthy.

Ray: That's a problem. I told you I'm starting a new project where I'm working on resting. I bought a book on, *How to sleep*. Because that's what I do, I buy books on how to do stuff I don't know how to do.

I've long been of this school of thought of the, *Achieved To Be Happy*, school of thought. I want to achieve these certain things and if I do, then I'll be happy. Now I've intentionally chosen to adapt the, "*Happily Achieved*" school of thought. Be happy while you're achieving.

We typically most of us would prefer that all of our problems get solved and then we can rest and be happy. This makes me think of is something that Jesus said. Because most things make me think of something that Jesus said. Most things, not everything. Some things I hear on *House* for instance.

Jesus said, "All things have been delivered to me by my Father, and no one knows the Son except the Father, nor does anyone know the Father except the Son, and the one to whom the Son wills to reveal Him." He's saying that He's God. For those of you who have read the Gospels or who say you've read the Gospels and say, "Jesus never planned to be God."

Speaker 2: Yes.

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Ray: Boom, you're wrong, he did.

Speaker 2: Read it.

Ray: Jesus says, "Come to me, all you who labor and are heavy laden and I will give you rest. Take my yoke upon you and learn from me, for I am gentle and lowly in heart and you will find rest for your souls. For my yoke is easy and my burden is light." That seems to indicate that He wants you to rest and He's going to empower you to rest. How is it possible that we feel like we need to work and work and work and work and work at resting. We want our troubles vanished before we can rest. We want our success ensured before we can rest. We say things like, "I can only rest when I get my healing." If you're ill, or "I'll relax when I have my multi-million dollar product launch." I've never said anything like that.

Speaker 2: No.

Ray: God said, "Come to me all you who labor and are heavy laden and I will give you rest." Jesus said that His work is finished. I'm giving you some shortcut statements that you'll have to look up and research on your own. Because if I'm getting all stirred up and you're mad at me right now, you'll have to look it up and decide whether I'm right or not. But He said his work is finished. That's why He's the final High Priest. He's seated at the right hand of the Father. He's the only High Priest to ever sit down. There are no chairs in the temple.

Speaker 2: Interesting.

Ray: Because the work was never done. Until it was. Then Jesus sat down and the temple was destroyed. Something to ponder, think about. This will stretch you but through Jesus' work, you are seated with Him in heavenly places. I'll do the homework for you on this one. Ephesians 2:6.

Guess what your part is in all this? To remain seated at rest, until you see God put every one of your problems under your feet. If your mind is filled with chaos, where's the money going to come from this month? How am I going to solve this or that problem? What if the tumor is malignant? What if my company lays me off? What if, what if, what if, what if?

Speaker 2: If my company laid me off, that would be weird.

Ray: That would be weird. Because you're the Chief Operating Officer.

Speaker 2: I have to lay myself off.

Ray: Which should be strange.

Speaker 2: Yes.

Ray: Don't do that.

Speaker 2: I'm not. I have no intentions.

Ray: Thank you. Good that would really distress me. It's okay to have these thoughts of the, "what ifs" They come to all of us. But the analogy I heard one time was, you can have these thoughts come into your brain, they're like birds. Just don't let them build a nest. That's what you don't want to do.

What you need to do is rest. You can hear those thoughts that come to you and you just say, "Isn't that interesting. I'm just going to rest about that."

Speaker 2: Real quick, I want to clarify on the thoughts can enter. One of the ways that I've come to understand that is, how do you know when you're harboring bad thoughts, or if they're just kind of passing through your mind? One way to know is if you make decisions based on those bad thoughts, or if you act on them. It's the one thing to feel them. It's another thing to act on them.

Ray: That's good. There you have it. If you're acting on the bad thoughts, the chances are you're not resting.

Speaker 2: Yes.

Ray: Rest is an action that is in opposition to the bad thoughts.

Speaker 2: Right. [laughs]

Ray: Graham Cooke said something that I love this phrase. He says, "Rest is a weapon." When you rest, you're leaving space for the Lord to work and He will orchestrate events to cause all things to work for your good. Even though you may or may not be able to see it at this moment. Just rest or in the words of the hippies, "Chill out, bro, it's all good."

Radio DJ: Now simple hacks that make life cheaper, easier and faster, "Rays, tip of the week."

Ray: All right, tip of the week time. Here's a way to enhance your daily productivity. I love this -- I don't believe I've ever talked about this. It's weird that I haven't because I love this little plugin so much. It's called Male Butler, do you use this?

Speaker 2: No.

Ray: It plugs into Apple's male app so if you're using a PC this won't work for you, you may skip this part of the podcast. You may listen, become envious and then finally go buy a Mac like you should have done a long time ago.

Speaker 2: Right.

Ray: Okay. You could buy a Mac while they're still good.

Speaker 2: [laughs] By the way, their share prices shot up the other day.

Ray: I know, I feel so happy. They still are the number one selling laptop in the world. Their share prices shot up so they're doing fine. Even though I just criticize them, there's no reason to criticize them because they're kicking butt. Okay, so a

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Male Butler, it has all these features. The reason I got it to begin with, is I had this practice where I only respond to email once a day and that doesn't mean however, now I'm letting the secret out. It doesn't mean that I only read email once a day. But I didn't want to train people that they could send me emails at any time of the day and I will respond any time of the day.

Male Butler lets me, if I have five minute or 10 minutes at one particular time of the day that's outside my response time, let's say I'm responding every day at 4:00 pm, which is basically my schedule. For some reason, the day has been different, we had a seminar something like that and I'm looking at email at 11:00 at night. I don't want to send the email at 11:00 and have people think, "Oh, see, he responds at 11:00 pm." I use this delayed send feature that lets me tell, "Male Butler, don't send this until 4:00 tomorrow."

Speaker 2: That's nice.

Ray: It's very cool and they've added a bunch of new stuff. You can turn emails into tasks. You can have message templates now. You can customize the formatting, the text of your emails, which includes all the information that you share with people frequently, answers that you give people. You have templates for answering frequently asked questions. It's got email tracking which I kind of hate because I always feel people are spying on me.

Speaker 2: You can't turn that off?

Ray: I don't think you can turn it off on the other end.

Speaker 2: Anywhere I can, I always turn off read receipts.

Ray: Yes, so you can schedule your mails as I said earlier and also, they got a bunch of new features that I haven't even really looked into yet. They've got Cloud Upload, Undo Send, that is cool. It gives you, you set the time period two minutes or whatever, and it will pop up a warning say, "I'm going to send this in two minutes." It says it like that, "I'm going to send this in two minutes."

Speaker 2: I'm going to send this in two minutes.

Ray: I'm cooking something up. Attachment Reminders that looks for the word attachment and if you reference it attachment, then you don't make one, it will tell you, "Hey, you're about to look dumb." Some really cool stuff, it's very cheap, I forget, it's like 40 bucks, something like that, it's called Male Butler, check it out.

Radio DJ: Now, our feature presentation.

Ray: I propose that anyone can enjoy instant success, no matter what your circumstances are right now and still be engaged in growing, achieving and serving at the highest level, when and if, you invoke the four keys to instant success. Now success really is a feel, I mean, we've all heard of people who are rich and who are miserable. Those people do not have success. Even though they have the worldly trappings, the things that we normally associate with success. They don't have true

success because they're not happy. If you're miserable with your life, you are in no way successful. I think you'd agree with me on that.

At the same time, not only are there poor, unsuccessful rich people, there are rich, successful poor people, we've all known them. Those people who seem to have nothing in the way of worldly success what most people would think of is the trapping of success and yet, they are content. They are happy, they are delighted, they are living a life fully alive, how is that possible? It's because of these four keys.

It's important that we learn how to cultivate the feeling of success that we're able to enjoy success in this moment without doing it in a way that satiates our drive to serve at the highest level. Because I believe we were put here to serve other people. If we're given gifts, they're not for us, the gifts that we're given are for others. If we're just sitting happy as a clam, not sharing our gifts, we're still not successful.

What are these four keys to instant success that will give you the feeling of contentment and success so you can enjoy that and at the same time not kill your drive, and your desire to serve in the way you were created and put here to serve.

Key number one, is you must know your mission. What are you here for? What are you here to do? Now, some people get this confused, I'm not talking about the purpose of your life, this is something that is bigger. Purpose of your life is bigger than mission so the subject of this episode of the podcast is not to help you figure out the purpose of your life, although, if you haven't figured that out, I would suggest that you work on that. You do a little bit of homework on what the purpose of your life is.

As a follower of Jesus, the purpose of my life is to spread the gospel, the good news. That may turn you off, that kind of language may turn you off but it really just means to show the love of Christ to other people, through my actions, through service.

Your purpose in your life, you may define differently. That's totally up to you and that's one of the reasons why it's beyond the scope of this podcast. Let's just say you've got that part figured out, you know the purpose of why you're here. What are you here to do right now? I believe we may have many missions, I don't think we're put here with just one mission on the earth. Maybe some of us are. But I think for most of people, we have more than one mission. We have different seasons in our life and for each different season of our life, we may have multiple missions, and once we've accomplished one mission we move on to the next. Maybe sometimes we have dual or triple or multiple missions all at the same time but that is unlikely. That's just my opinion, you can test it in your own experience and see.

I think if you find the one mission that you're meant to focus on right now. Then the rest will fall into place so what do I mean by mission? Specifically, underneath the purpose of your life what are you supposed to be doing right now? For me, the purpose of my life is to follow Jesus and follow His example and His instructions. My mission is to help people start, run and grow their businesses. To help people discover the unique value they bring to the world and help them articulate that value in a way that causes people and lives to be changed. That's my mission in this

season of my life. What's yours? Figure it out, know the mission and own the mission.

One trap we fall into in this area, is when we start comparing the way we're executing our mission to the way other people with similar missions are executing or are accomplishing. That's a mistake because it will discourage you, it will discourage you because you will always be able to find someone else who is achieving a similar or even the same exact mission in a way that you feel is superior to you in some way. They're reaching more people, they're producing more high-quality materials. They're having more impact. They have a bigger house or a bigger office building, whatever the comparison you're using might be, don't do that. Because there are people whom you are assigned to serve on this planet, that will only receive that service through you. Through your voice, through your unique perspective, through your unique personality or talents or gifts.

If you don't serve those people in that way, you have robbed them of the gift you were given to deliver to them. Look, you don't have to be religious to buy into this. This makes sense purely from a sociological point of view, if you think it through in that way. It's better to believe you have a mission and people to serve, than it is not better to believe that.

Even if you are turned off by the whole idea of religious talk and spiritual talk which I can't imagine you'd be listening to this show if that were the case but even if it were, this makes sense from a purely sociological, psychological. Even there I say it, evolutionary perspective.

Key number two, once you understand your mission and you've clarified it and you've understood you don't have to figure out what your all-time end-all, be-all mission is for the rest of your life, just the mission you're on now, that's good enough. Once you've done that you have key number two, and key number two is confidence.

Now originally in the notes for this show, I outline this key as faith. But I felt that might be a word that has too much charge on it for most people. I chose instead confidence. Those two words are not mutually exclusive. The apostle Paul in the New Testament writes about faith and confidence almost interchangeably. But let's focus on confidence, why are you confident? How can you be able to be confident that you know what your mission is and that you're going to be able to achieve your mission to whatever extent you believe you need to achieve it. Where does that confidence come from? It comes from your competence.

There are things that you know. Things that you know how to do, wisdom that you've gained, the experience that you have, techniques, procedures, knowledge that only you can teach to other people. That is your competence. The danger is that you will miss delivering the package that is in your mission, the gift that you're supposed to deliver, because you're so confident in your area of gifting you take it for granted.

Jeffery Fox in his book, how to succeed in your own small business, says that the thing that you're most likely to make a fortune with, is the thing that you find so easy to do, you assume it's easy for others to do as well, but it's not. It's easy for you, it's

difficult for other people. What is that in your life? Hone in on that. Now this is not your mission, this is the delivery mechanism for your mission, and the fact that's your area of competence gives you confidence.

We have two keys so far, number one being mission, number two being confidence, and the key of confidence comes through the power of your competence, and then key number three is going to throw some of you off. This might throw you but I want you to stick with me because there is a real, empirical, logical reason for key number three.

Key number three, to having instant success is to experience joy. You might say, "Ray I can't experience joy. I just got divorced, or I just lost someone whom I love so dearly, or my life has been one tragedy after another, it seems like everything is against me, or I have a terrible disease." If you hear nothing else that I say in this entire podcast, if this is the only podcast you ever listen to from me, I want you to hear this, you get to choose whether you interpret those life events as misery or joy. I'm not about to tell you that there are things in your life that you feel have hurt you, I'm not about to tell you that they don't hurt. I know they do. I've lost people that I loved dearly. I lost someone in the last week. It was a shock, it was an enormous tragedy in my family. That hurts.

I have health challenges of my own, some of which some people would say are fairly serious, and they are, I don't mean to dismiss them. Well, I do mean to dismiss them, but I know that they have gravity for other people, and they have gravity and effects for me that I cannot overlook as I go about the practical working out of accomplishing of my mission. But I know this, the loss of loved ones, the challenge of having a degenerative neurological disorder like Parkinson's Disease which is my particular challenge.

The challenges of marital strife, of money problems, of difficulty in your business, of being laid off when you're in the season of life where you thought you'd be getting retired, all of those challenges can hurt, and they are serious and I'm not belittling or disregarding your pain, I am saying, you get to choose to have joy despite those circumstances. I can only say it with confidence because I have competence at working that out, at choosing joy. If I wake up and it's a day when I'm having a particularly rough day in terms of symptoms, I choose to be joyful. How do you do that? You become grateful for what you have. How do you do that? You speak out loud the things you are grateful about.

Now, I do this in my conversation with God every morning. I also write down in my journal the things that I am grateful for. If you can write down these points of gratitude, the things that you truly and deeply appreciate in your life, and you can connect to that feeling of gratitude, it is impossible to be experiencing gratitude and at the same time to experience misery, depression, anxiety, it's impossible.

I maybe having a bad day physically, but I begin to thank God for the very physical things that are great. This morning I thanked God for the ability to see, and hear, and walk, and speak, and I thanked him for my kitchen that is warm inside this minor blizzard we have going on in Spokane. I thanked Him for coffee, I thanked Him for the blessing of working with my son, Sean. I thanked Him for my dogs, Butter and

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Bobby, and for our cat, Buster. I thanked Him for cars and pencils and paper and journals. If you feel like, "Gosh, you're really going overboard," I can tell you right now, just recounting the things that I've been thanking God for today makes me happy all over again.

Don't just take my word for this, try the experiment of vocally speaking out loud the things you are grateful for. If you are too embarrassed to do it at home because your family members will think you are a nut, maybe you could share this episode with them. If that's too much for you right now, just go get in your car and drive around for a while and speak out loud inside your car. People will think you're singing or talking into a cellphone or whatever. But express your gratitude, that will unlock a flood of joy. Choose joy.

Then key number four to enjoying instant success right now, and this is the one most people miss. Key number four is progress. If we are not making progress, if we are working our guts out and we are making no progress, eventually we'll become discouraged. It will be hard to overcome that inertia of discouragement. It's so easy to get caught up in destination disease. If you define success by your destination, you will never be happy because once you've reached that destination that you defined as what success would be like, you'll realize when you get there, "Oh, this is not it, I need to go further."

You'll be that person who's saying, "When I get that good job making \$100,000 a year then I'll be happy. That's my destination." When you get there, you'll realize, "Well, there's people who are happier than me that are making half a million dollars a year. When I get there, I'll be happy." Then it becomes, "When I get this particular house, this particular neighborhood, when I can take these kinds of vacations, when I take this many weeks of sabbatical every year, when I could have this computer, when I could have this video set up, when I can take these kind of type trips with my family, when I, when I, when I." It's always to the future you're looking, always somewhere else. It's like the free coffee tomorrow sign in the coffee shop. The sign says, "Free Coffee Tomorrow," so you show up tomorrow for your free coffee and you realize, "Oh, it's still free coffee tomorrow." You'll never get there.

When we said, you redefine success, I want you to redefine it the way Earl Nightingale defined it, and this is how Earl Nightingale defines success.

Earl: Success is the progressive realization of a worthy ideal.

Ray: The great Earl Nightingale. If you don't know who he is, we'll have a link in the show notes that will take you to where you can find out more about, whom I believe is the father of really the self-help movement. I think it's misnamed, but I don't think it should be the self-help movement, I think it should be known as the character improvement movement, perhaps. Or the increase your competence movement, but whatever. Just go to the show notes or google "Earl Nightingale." You'll find plenty about him.

Success is the progressive realization of a worthy ideal. If you define success that way, you can celebrate the milestones. Not just the destination. You can enjoy the journey. You can be successful every day, in every way. Because even your

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mistakes become part of the progressive realization of a worthy ideal. Those are the four keys.

Just to review, they are; number one, Mission. Number two, confidence. Number three, joy, and key number four, to instant success is progress. That is how any person can enjoy instant success and still be engaged in growing, achieving and serving at the highest level. Right now, today.

[music]

Speaker 2: All right. If you found this show helpful, please subscribe in iTunes, using the apple podcast app, and leave a review. Make sure you put your real name and website. It protects the view itself, we will mention you on the show. To get the transcript and show notes, please go to rayedwards.com/271, and they will be there.

Ray: Yes. As I mentioned earlier, I would love it if you would consider subscribing to my new VIP email insider's newsletter. It is free forever, there's no charge. This is stuff that does not appear on the blog, at least at first. These are my raw thoughts as they happen. These are things that I might be journaling about or working through myself. Opinions about things that I may not publish publicly elsewhere. You'll read it before it's on the blog, before it shows up in a product or training, and before it becomes ripped off and duplicated by somebody else. To get this special VIP email insider newsletter, just go to rayedwards.com/vip, to sign up. That's rayedwards.com/vip

Speaker 2: Do you have a quote worth note?

Ray: Yes, it should be no surprise, what this week's quote worth note is, it's from Earl Nightingale, who said, I'm not even going to say it, I'm going to let Earl say it.

Earl: Success is the progressive realization of a worthy ideal.

Ray: I pray that God continues to bless you and that he does more for you than you can ask or even possibly imagine.

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