



Ray Edwards Show, Episode 285

What's the Name of It?

Ray Edwards: Ray Edwards Show Episode 285. What's the name of it?

Sean Edwards: The view from the top.

[Jingle] 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. Let's change the world and watch your business grow. Welcome to the Ray Edwards Show. [Music continues in background]

Sean: Wow!

Ray: Wow. We actually heard the jingle while we were doing the show. That would mean nothing to people listening. So, explain, explain yourself.

Sean: Well, we've been recording and just doing the pieces and then having, your brother and my uncle, stitch everything together for the past few months. Now we're going straight to this specific podcast. We hear all the jingles and stuff. It's all assembled live.

Ray: It's weird. It's like doing a radio show again.

Sean: Yes.

Ray: I'm just playing some tunes here on my keyboard.

Sean: You're really good. Those lessons are paying off.

Ray: [laughs] Okay so this episode is entitled The View from the Top with Aaron Walker. Obviously, Aaron Walker will be part of the show but think about this if you will for a moment. Most people let life happen to them but a few people seem to happen to life. We all know people like that. It seems like whatever comes their way they are either in control of it or quickly they become in control of it. It seems like they have all their stuff together and what's the difference?

Well, too often I think most of us go through life bouncing from just one random event to the next. Always reacting to our circumstances. Let that soak in, do you ever do that? Do you ever just react to your circumstances.

Sean: No. Never.

Ray: Like an example, somebody pulls in front of you in traffic unexpectedly. Do you react?



Sean: No.

Ray: [laughs] Nor do I. I don't say any of those things.

Sean: I definitely don't. A, do the initial reaction of making sure I don't hit them and then B, I definitely don't yell at them.

Ray: No. I definitely don't use any American sign language to convey my feelings.

Sean: No, I actually don't do that.

Ray: No, I don't either because people might have a gun.

Sean: Yes. In this part of the state, you don't know who's packing. Now if you're on the westside-

Ray: To quote Heywood Banks, "Everybody's got a g-g-g-gun."

Sean: -They're all a bunch of no gunners.

Ray: But if I had a bulldozer.

Sean: But if I had a bulldozer, I'm just saying I'd be less afraid on the west side.

Ray: Yes. If you're ever gonna take control of your life, take control of your destiny. You have to be able to learn to adjust to circumstances.

Sean: Have you seen that meme, it's a libertarian meme, and it says "I just want my gay neighbors to be able to protect their marijuana plants with guns." [laughs]

Ray: [laughs] Okay I'm just gonna leave that workplace. If you're ever gonna take control of your destiny, you have to be able to learn to adjust to circumstances using your own personal grit, determination and focusing on the right outcome. The outcome to focus on is significance instead of success. We talk a lot about success and I think that's a slippery word. It means a lot of different things to a lot of different people. A lot of people think it means money but I know plenty of people who have lots of money who are not successful. I know plenty of successful people who don't have a lot of money. Well, today's guest Aaron Walker can help sort all of this out. We'll be talking to him coming up next.

Playback: Putting first things first and creating prosperity with a purpose. This is spiritual foundations.

Ray: There's an often quoted verse in scripture that is Proverbs 27 verse 17 it says, "As iron sharpens iron so one man sharpens another." It's obviously a very profound piece of wisdom but I think we don't often think about what is that like in real life. It's not just about getting another person's opinion that may or may not be counter to your own but think about the process that happens when iron sharpens iron. The two



pieces of metal strike one another. There's sparks. There's heat created. There's violence. Sometimes pieces get chipped off. It's not a gentle process.

With people, when iron is sharpening iron, like for instance sometimes you and I have discussions about things we don't agree on.

Sean: Sometimes.

Ray: Those are not exactly- I won't say they are mean-spirited but they are not exactly gentle discussions sometimes.

Sean: No, not always.

Ray: Sometimes they are very blunt. Sometimes sparks fly, heat is generated. Sometimes little pieces get chipped off. Sometimes there are pieces that need to be chipped off. When you think about iron sharpening iron, it's not just a nice saying. "Oh, iron sharpens iron as one man sharpens another, your opinion is valuable too." No, it's usually not that pleasant.

Here's an example from the bible. There's a point where Jesus is gathered with his disciples and the crowds have pretty much abandoned him and they're discussing, "What do people think about you, Jesus?" Jesus said, "Who do people say that I am?" They speculate they say, "Well some people say you're this, some people say you're that." Peter says, "They just says you're the Messiah." Jesus says, "Basically, your brain didn't reveal this to you. This was revealed to you by the spirit of God. Only the spirit of God could show you that."

It was a powerful endorsement of Peter's spiritual discernment. Then Jesus proceeds to explain how he's going to be crucified. He's gonna have to be killed and then resurrected and tortured. Peter says, "That will never happen. I am not gonna let that happen." Jesus turns right back around with the guy he just told, "You're super spiritual. You just got the biggest revelation of your life that anybody has ever had."

Sean: Right.

Ray: He says to him "Get behind me Satan." He called him the Devil. He told him to get behind me. In other words, "Get away from me. Get out of my sight. Devil. Beelzebub. Get out of my sight." That's iron sharpening iron. [laughs]

Sean: Yes, it is.

Ray: It's not always easy to endure but it's usually profitable. It is always profitable if you are being sharpened by the right other pieces of iron. This analogy has probably been stretched too far but you get the idea. Iron sharpening iron is not just a nice saying. It's a necessary but sometimes uncomfortable process. That is this week's spiritual foundations.



Playback: Now, simple hacks that make life cheaper, easier, and faster. Ray's tip of the week. [Music plays in background]

Ray: I've been doing a lot of videos lately and I've been talking with different people about video. I've been experimenting with different video cameras, video editing software, and I discovered something really fun and promising if you're not really wanting to learn the intricacies of Adobe Premiere. Take a look at Adobe Spark.

Sean: Well, I saw that in the show notes. I'm on the website right now. I've never looked at Adobe Spark.

Ray: It's like editing for people who don't want to learn how to edit. You just drop the pieces in and Adobe Spark performs some magic. I think some faeries and some pixie dust is involved and beautiful video comes out most of the time. It's really pretty fascinating if you thought video editing was too intimidating to try. Try Adobe Spark. If you got creative cloud I believe you already have this as part of your arsenal.

Sean: There are three different sparks. Spark post, spark page, and spark video.

Ray: Spark video is the one you want to take a look at first. Adobe Spark. Adobe, it's cool. Not a sponsor.

Sean: Hey, Adobe, hundred bucks.

Ray: Hundred bucks.

Playback: And now our featured presentation.

Ray: All right. Today we are chatting with a friend of ours. Someone I have gotten to know better over the last couple of years and I'm really impressed with this guy. He is one of those people that you meet him and he's impressive. You get to know him and he is even more impressive. When you get to, probably become friends and spend some deeper time with the person, you're like, as hard to believe you're more impressive now that I know you than I thought you were before I knew you.

Usually, the reverse is true. You get to know people and you find out, "Oh, you're human after all." Well, Aaron is definitely human but he is a very deeply impressive person and he is a person who has created a life of significance and that's what we're going to talk about with him today. Aaron welcome to the show.

Aaron Walker: Right. Man, the pleasure's all mine buddy. Thank you for having me.

Ray: I'm really excited because you've got this new book that you're releasing and I've read this book once already and I am actually going through my second read through and I'm just going to say from the outset I'm going to advise people to get the book because we talk about a lot of books and many books come out, thousands of books come out every year. Most of them fade into obscurity after their initial



promotion if they sell any books at all. My prediction and I don't do predictions but my prediction for this book is, it will be a bestseller.

More importantly, I think it will be a continuous seller because it has substance and the book is called *View From the Top: Living a Life of Significance*. I wonder if you could just share the story of what led you to write this book and what will it do for people if they read it?

Aaron: Well, thanks, Ray. Man, I hope we can lasso your prediction [laughs] and get it out as a best-seller. That will be amazing, not necessarily for the revenue that that would generate but for the lives that I think it could be changed as a result of reading this book. Now, I got to be totally transparent and honest with you like I am always, Ray. You know I tell more than I should behind the scenes but I'll be honest. At first, I was scared to write it. As a matter of fact, I didn't want to write it at first because I know of the immense amount of work that it takes to write a book and that didn't disappoint me.

There was plenty of work behind writing this book. It took me two years and let me just be honest with you why I was scared to write this book. Our mutual friends, Dave Ramsey and Dan Miller and Ken Abraham, those guys have written so many books and I look the other day on one copy of Dave's book, he'd sold 5 million copies and Ken Abraham has written- literally written 115 books. He's in my mastermind group. I'm like, "My goodness, I'll write a book and three people will buy it. Nobody else will, then I'll be embarrassed."

Then our buddy Ken Davis heard me tell that story. He goes, "Hey, Aaron, hold on, time out. Let me ask you a question." He said, "When I wrote *Fully Alive*, I didn't really have any expectations. What I did get back was 17 emails from people that said, 'Ken, as a result of having read this book, I chose not to commit suicide. I want to live fully alive.'" Big tears running down his face. He said, "You're measuring it against sales of people you know and I want you to measure it against people's lives." It changed everything for me. It was a game changer. I said, "Okay, Ken, I'm going to do it."

I sat down and I wrote the book. It did literally took two years to write the book. Here's what I have told. It's kind of a memoir. It tells my story of a poor little kid from Nashville, Tennessee and I did okay. I sold a few businesses and I did okay. It's not really the success that I was trying to get out. What it was is life principles that I wanted to teach people. Not only how to be successful and we did- we accomplish that but how to be significant. Right in the middle of the book, I talked about being blindsided and that's what happened to me. I ran over and killed a pedestrian in 2001 and my life took a 180 shift at that moment.

What I said was, "I was successful but nobody cared and how could I be more significant." It took me five years to work through that process before I went back and started another company. I just tell how to get back up and move, get going forward. I teach how to set boundaries so your family is protected. I teach you in



there to choose wisely and get the people around you that don't have anything to win or lose as a result of what they might tell you.

I talked about the mastermind groups and how they can impact your life. I tell you, get people around you that's going to tell you the truth. I even titled one of the chapters, You Can't Handle the Truth. The truth is we want to know but we're scared to ask. I teach you how to do that. Then the last thing in the book that I really talk about is prioritizing your priorities. Everybody says, that's important but your actions are screaming differently. I just tell you how to get your life in order so that you can have that indescribable view that I talked about, a view from the top.

Ray: The title is so beautiful because I think it appeals to something in people that make them feel like, "Yes. I want to be on the top. I want to look down on everybody." That's totally not what you- I mean, you're being very honest when you say it's a view from the top but that's not what you mean. It's not a superiority thing.

Aaron: No, no.

Ray: One of the things I love about the book is you addressed two problems that are the most common problems I see people face when they're trying to start some new endeavor. It doesn't have to be a business. It could be a charity or it could be a missionary work or it could be-- they're going to be involved in the lives of their grandkids or they're entering a new relationship, anything of significance. They encounter two challenges consistently.

One is people saying to them, "That'll never work. You can't do that. You can't change your life. You've done this thing before and you failed. You've tried to quit drinking and you've failed. You've tried to be a better business person, you failed." There's so many voices and they say they're being realists and they can be so convincing. How do we deal with all that negativity that's coming our way? Is it accurate? Should we listen to them?

Aaron: Well, here's the thing, Ray. You can be a realist and I'm a realist but I want to tell you something. Most of the time when people say, "You can't do that." What they mean is they can't do that. What they're saying is maybe, "I've tried and I've not been able to do that." That's why in the book I talked about choosing your friends wisely. Get people around you that's going to edify you, encourage you, take you to the top through their words of affirmation. At the same time, have the warning shots that say, "Hey, pay attention. It's not that I'm stopping you. It's just here's what experience tells me."

I've been an entrepreneur now 38 years, coming up on four decades. There's things often times that it says in the book that I know through experience. I'm not talking about my book- I'm talking about just books in general that say, "You need to do this and this." I'm like, "I got 40 years that says that won't work." You need to listen to those people. We need to listen to people that have been there and done that. Now, there's many things that maybe won't work out exactly like you had planned. I tell



people that, "Hey, pivot. I don't believe in failure. What I believe in is you succeed or you learn."

Take those things that didn't work out exactly the way you wanted, pivot and change. You want to get people on your team that will tell you the truth. You want to hear what they've got to say but then make a conscious decision to go out and live your life. Robin and I live very proactive. We don't live reactive. We set out on the front porch and we plan how we want our life to unfold. Now, listen, I talk about it in the book, blindsided, that happened to me. I didn't plan for that accident to happen. What I could have done is curled up in a fetal position and bent over but I teach people to get up. Man, you can't take care of what happened yesterday but the only thing you can take care of is what happens today forward.

You can't listen to people that say, "You can't do it." That just gets me stoked out, to be honest with you. I'm going to do it just to show them that I can do it. My mom, when I was a kid, raised me with a saying. She said, "Can't, couldn't do it and could did it all." I couldn't stand that saying, Ray, when I was a kid but I do adopted it as my life mantra. Because you can do it. Carol Dweck in her book *Mindset* said, "You've got a growth mindset or a fixed mindset."

I don't want anybody around me with a fixed mindset. I want people to look for opportunities and ways to do things, not for ways to shot other people down. I want to tell you, man, you can live a life of adventure if you want to go out there and go forward. Be realistic, be all those things but don't let somebody else squelch your dreams.

Ray: So good. So important and you said something I want to key in on. You said you need to have people on your team who will tell you when you're about to do something- I'm paraphrasing now- but when you're about to do something dumb. The key there is those people need to be on your team and that means they're out for the same goal that you're after. They're not on the outside looking in trying to keep you from succeeding and making them look bad. How do we find these people and how do we put together a team?

Aaron: Well, you and I both are strong proponents of mastermind groups. I lead eight mastermind groups every week. I will never ever, as long as I can bring myself to the computer or room, I'll have a mastermind group around me. Dave Ramsey invited me to join his group years and years ago and Dan Miller and he started this group and I'm telling you, I was scared to death the first time I went in that mastermind group. I didn't know any of these guys except Dave and the more I'm in there, the more I fell in love with it.

The more I share the more I was transparent and honest and vulnerable, the more information they gave me. They kept me in the center of the road. I can't tell you how many times. Dan Miller has made me so mad I could die. He's looked over those glasses at me and said, "Well, let me just ask you a question." It's the way he said it and one day he looked at Dave Ramsey and made a comment.



I went, "What was that? What was that comment?" He started laughing. He said, "You've been talking about this forever, when are you going to implement?" Well, I wanted to smack him. If I could reached over that big conference table I may have but he changed my life. Because he challenged me and I said, "Darn, I hate to admit this but you're right." Then he would encourage me and help push me through these upper limit challenges. You know how Dan is, he is subtle about it. He asked these questions, he's really making a statement, he's not asking a question.

Then you learn to love those guys and cherish being around them and you're just able to share with them and be transparent and honest because we don't all have the answers. We only have one filter. We only have one lens by which we can see things but when you get guys with experience in the same room and they're smart guys, to begin with, now we've got a genius, IQ level because it's the counsel of the multitudes.

I don't know about you, Ray, but I want people's feedback. I want them to tell me, "That's a great idea, it's not a good idea." That is the reason I get around these groups. That's why I asked them a million questions all the time. I'm always asking questions because I know that I don't know everything and I've got to have the counsel of the multitudes to guide me and direct me through the decisions I make in life.

Ray: That was a big stepping stone for me because for so long I operated from a place of thinking I had to be the lone wolf. I had to figure everything out I had to be the smart guy and that got me exactly nowhere, except into trouble. Inviting people to speak into my life and you got to be careful. You got to invite the right people to speak into your life.

Aaron: Sure.

Ray: There's that saying that I believe is attributed to Jim Rohn, I don't know if he actually is the originator of it or not but it is, "You become the average of the five people you spend the most time with." I believe I have a modifier I add to that. I say, "You become the average of the five people you spend the most intentional time with."

Aaron: Yes, well that's good. I'll have to remember that. I quote that all the time but I've left out the intentionality side of that. You're so right though.

Ray: Sometimes we're forced to spend the most time with people who are not going to help us further our living a life of significance and we have to choose some peers that will help that. What about the people-- I mean right now there's a lot of anxiety and concern in the world about economics, about governmental stuff and especially a lot of people who've lost their retirement or they've- they didn't follow Dave's plan and they ended up at 50 or 60 years old and they have no savings and they're trying to start something or find a way to start building up a nest egg. What do people do if they're starting with no cash? They're just broke.



Aaron: Yes, well, here's the thing I tell somebody the other day. I said, "I wished I had had the internet [chuckles] when I first started my business. I would spend \$5,000 on a magazine ad and pray to the Lord somebody saw that ad and come in from a surrounding county. I can get on Facebook now and put out a message and thousands of people read it within 30 seconds. I'm like, "Man, you don't even need any cash today to get started in business. There's all kinds of things that you can do online now to provide services for people and be location independent. You can do it from Nashville Tennessee or from the beach in Honolulu. It doesn't matter where you're at today.

There's so many things that we can do. There are people hiring people to write blogs and to do content and to do Facebook ads and Google AdWords. There are so many things and plus the education you can get is for free also. You can get online and you can find a YouTube that teaches you how to do anything you want to get you started. You just continue to dive deeper and deeper. Listen to great podcasts like yours or read great blogs or watch TED Talks.

There is so much content out there available today to teach you to do things. Listen, courses, you need to get on think **[unintelligible 00:23:38]** and build yourself a course, something that you're really good at, make it really simple and then start promoting it online. Because what's ordinary to you is extraordinary to others. You just need-- listen, there's a guy named Chicken Whisperer, that's what they call him-

Ray: [laughs]

Aaron: -and this guy teaches people how to raise barnyard chickens in his backyard. He's got a podcast out now. He's got a newsletter out now. I heard last year he made a million dollars teaching people how to raise chickens in their backyard. Listen, if a guy can make a million dollars raising chickens and teaching you how to do the same, there's other money to be made out there, pretty easily. Listen, open your horizons up and get online and start doing some research.

Ray: I just imagine that guy talking to his wife saying, "I'm going to start calling myself the chicken whisperer. [crosstalk] And start my own website."

Aaron: He's doing pretty good.

Ray: Yes, he's doing great. What about people who- I'm trying not to make this an obvious setup but you're going to know where I'm going. There are people in the world who have arrived at the feeling that they're owed something. They have a right to a job. They have a right to make a certain amount of money. They have a right to a certain quality of life. Do they?

Aaron: Well, they weren't raised in my house by my mom and dad, I can tell you that. I'll just tell you what my mom used to say, "You're not entitled to nothing so if you want something you get out there and make a way. You get out there." When I turned 18, I was still living at home, my mom said, "From today forward, you're going to pay a \$125 a month for rent. We don't need the money but you need to

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practice." [laughter] I said, "Well, that's a good way to look at it but if I'm going to do that mom, I'm going to marry Robyn, we're going to move out and I'm going to have my life among."

That's exactly what I did. Two weeks out of high school, Robyn and I got married. But my mom said, "Listen, you need responsibilities." The problem with kids today is there's no task that they're charged with that makes a significant difference to the family whether it gets done or not. We got to quit doing for our kids everything. We've got to let kids grow up. We've got to give kids responsibility and teach them how to fend for themselves. I talked about that in the book as well.

Listen, my mom used to believe in the theory, spare the rod and spoil the child. It's like you say the wrong thing, you're going to get whacked and then you go-- I was raised in the old school. I still believe in the old school. I think you got to raise kids to teach them how to fish, you don't need to give them a fish.

Ray: Amen. It's funny, you and I start talking-- I was born and raised in the south. This dialect that I speak is acquired because my dad was in the Marine Corps. We moved around a lot and you did not want to be the guy who talked like a hillbilly at the Marine Corps base. I'll just tell you that right now.

Aaron: All right.

Ray: Whenever I get around people from back home as I say, it all starts coming back to me like that saying your mom had about, "can't never could do nothing."

Aaron: Right.

Ray: I think I've told you this before. My mom had the same saying. I grew up with this same teaching and training. Okay, so there's opportunity for everybody. I'm a big proponent of- when people tell me they can't get a job they can't start a business they don't have any money. I say, "Look, you got experience, right? You know things. There's a way you can teach what you know or do what you know for people anywhere in the world. You can be anywhere in the world, they can be anywhere in the world, you can get paid. That part is solved, that's not your problem. Your problem is up here. It's a mental problem."

You mentioned it earlier, one of the key ways to solve that mental problem-- I wish I had done this 30 years earlier. I wished I'd understood what a mastermind group was and I wish I'd become part of one and really been serious about it because it has changed my life for the good. It changes the life of everybody that I know who gets involved in a mastermind group for the good. I wonder if you take a few minutes because some people are spooked by this. They think, "Mastermind, that sounds creepy or weird or controlling." It's none of those things. Could you explain what we mean by mastermind?

Aaron: Yes, I'd love to. You know I thought it was creepy and weird too. I saw Dave at a concert in Nashville back years and years ago. He came up to me and we were

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at the Curb Center in Nashville watching a group called Mercy Me. He said, "Hey, man," he said, "I want to talk to you about joining my mastermind group." Well, I've never even heard the term. I didn't even know what it meant. This is a long, long time ago. He goes, "Just trust me." He goes, "Do you trust me?" I said, "Yes, I trust you." He said, "Come." We went in and it felt a little strange at first because we got 10-12 guys sitting around a table.

We start talking, sharing. Well, week after week, I'm like, "Man, these guys are for real. I mean, we've really got the same values. They're men of character. They're honest, their core values align with what I believe in. My comfort level ease, I started feeling more comfortable around these guys. One day I ventured out and I said, "Hey, Robin and I got this little thing we're working through and I want some input." Well, we had guys in there like Ron Dahl that had been married way longer than I had. Jean and Dave and some of those guys and they said, "You know, Sharon and I have been through that," or "Barbie and I have been through that and here's what we did." I'm like, "Man, I didn't even know to know that."

Well, then business things were the same way. I'd go in with a business idea, I was in bricks and mortar for 30 years and I would say, "Hey, I need to do this," and then Jean would chime in and say, "Hey, from an accounting standpoint, you need to do this." I'm like, "My goodness, I didn't even know to know that." The more I'm in there it's like, I didn't know to know these things and these guys just start pouring out resources, introductions. They start giving good advice because, see, here's the key, nothing to gain nothing to lose. See, whatever they told you me, it didn't affect their life one bit. They just wanted the reciprocity from you as well.

Many businesses that I had been involved in I would share things that I have experienced, they didn't know that either. That's the reason you come together. The thing is right, you don't know some things and when you get around like-minded people with the same core values, high morals, men of character, honesty, they start sharing very openly because they know you're not trying to take advantage of them. Then the other thing is just merely the connections and the relationships that these people have. Once they see you're the real deal they introduce you to the people that are in their inner circle and you do them the same.

Then your net worth is directly proportionate to your network. See, people think that they can sit on the sidelines and not get involved that's not true because the enemy to excellence is isolation. We've got to get people around us to help us and when you get in the mastermind it helps you both personally and professionally in every aspect of your life.

Ray: I totally agree and endorse everything you just said. I would add one more thing to that and that is speaking as men who are entrepreneurial which are probably the majority of people who are listening, going to be interested in this discussion or being interested in a mastermind group not exclusively but a large portion. Entrepreneurial men need somebody in their life who's willing to call them on their



garbage. Who's willing to say look at you and say, "Aaron, you've been talking about that for five years, when are going to stop talking and actually do something?"

Because we tend to be strong personalities and people on our team in our business maybe even in our family usually will not say those things to us. That's not always the case but we need people who are willing to speak up and just tell it like it is to us because we don't get that in a lot of other places.

Aaron: There was a guy in our group named James Rile. James passed away last year he was a Promise Keeper speaker, traveled all over the world speaking. This guy was amazing. He called me one Saturday morning, I was at Ace Hardware picking up something we never bothered each other on the weekends. I looked down at my phone and it said James Rile and I thought, "Man, this is really going to be good or really bad. I don't know which."

I answered the phone, James said, "Aaron, this is James Rile," and I said "Yes." He said, "I want to talk to you for a minute." I went outside in the parking lot and Ray, at that time in my life I was in a dark spot. There was troubles and I don't know if you've ever been stuck before but I was stuck. I couldn't go forward I couldn't go backwards and everything felt like it was caving in and I'm just like having a pity party on myself. I had talked about this topic relentlessly over and over and over, week in week out month in month out.

Finally, James called me and he goes, "God, gave me a word for you this morning," and I was excited. I was like, James can almost walk on water I thought this is going to be really good and I said, "Okay, James." I was excited, I was smiling had the phone up I was ready. He goes, "Aaron, you're wearing the hell out of everybody in our group."

Ray: [laughs]

Aaron: I just sit. I did like you did. I started laughing and he didn't. I say, "Excuse me?" He goes, "I'm so sick and tired of hearing this I could throw up." I went, "James, I don't even know what to say," and he goes, "Listen, man, it says in Isaiah, take the chains from around your neck and move on." He said, "It's time you were moving on." He said, "I'll see you I got to go," and hung up.

Ray: Wow.

Aaron: Ray, I wanted to bite a nail into, I was so mad. I got off the phone and I thought this dude has messed up my weekend. Then it dawned on me. I said, "James, loved me enough to call me and tell me the truth."

Where would I be today without people like James in my life? Next Wednesday morning I go in, I walk up to him. I didn't know what he thought I was going to do but I hugged him and I said, "Man, I love you and I want to thank you for telling me the truth." Ray, he got me out of the ditch. I said, "It is time I was moving on." I was



excited went on to tell Robin, "We are moving forward and here's what we're going to do." It changed my life.

Listen, if he hadn't invested 10 years with me I wouldn't have allowed him to say that. But because we had spent so much time together it changed the dynamics of my life. Guys, that's what we need. We've got to have people around us that tell us the truth. I tell everybody, "If you want to feel warm and fuzzy, go buy yourself a puppy." If you want to get better, get in a mastermind group, get in accountability group, get people around you on a regular basis and I promise you your life will change.

Ray: It doesn't matter if you're a man or a woman whether you're 25 or 60 or 80 these are principles that you need to practice in your life. There's one more thing before we wrap up, whenever I talk to you I could talk for hours and time just gets away from me but I want to make sure we cover this. For people who are people of faith and who follow God and wants to be godly people there's sometimes this attitude of- well, all the stuff you're talking about is kind of self-aggrandizing and it's kind of proud and you're promoting greed and success and they have this real block about pursuing this life of significance. Could you speak to that? I have a feeling you have an opinion or two about that.

Aaron: [laughs] I'm not short on opinion on anything, Ray, ask my wife. She'll tell you. I'll share an opinion. Well, here's the thing, first of all, I think it's 180 degrees from that. I think God wants us to live the most amazing, abundant life. I mean He's put so many things out there for us to enjoy. I think He wants us to have a nice place to live, a beautiful family, healthy I think he wants best for us. He loves us, we're His children. He loves us but the thing is He doesn't want anything ahead of Him. He doesn't want money to be our God. He doesn't want these possessions to be the only thing that we're interested in. That is the reason I wrote the book.

The reason I wrote the book is I think you can have immense success. I love to have a nice car. I hate it when people with money go, "Money's not important." I want to go, "You liar." Let's take it away from you and see how important it is. But don't make it the only reason you get up. Let's live that abundant life. Have that nice house, take those nice trips, buy things for your wife that you want to do. There's nothing wrong with that. But when you become infatuated with those things, when it's the only reason. When you're taken away from your family, you spend 12-14 hours a day at the office and you come home with a pocket full of money to a house full of strangers.

Now, you've messed up and I don't want people to do that because you're going to end up in divorce court. What I want you to do is put boundaries around your life. I want you to live your life intentional. Live it on purpose simultaneously I want you to I want you to live your life significantly. I want you to allocate a certain portion of your time to reaching out changing the lives of other people because it's not all about you. It's about your family and it's about those people around you.



Then when you lay down at night, Ray, you go, "Man, I gave it all I had. I didn't cheat anybody I was successful. I provided for my family at the same time I'm taking people along with me." I think that is what Christianity is all about.

Ray: Yes, yes, yes. Okay, when is the book available? I think you've got some gifts that you're giving people when they get the books.

Aaron: I do. I brought a nice present for all your audience. Here's the deal, you can go to viewfromthetop.com/book. Let me tell you what I'm going to do, I'm going to-- you buy a copy of the book \$17.95 and then I've written another book called *The Mastermind Blueprint* teaching you how to build mastermind groups yourself. Seth Godin just endorsed it right on the front cover. I was so excited to get Seth's endorsement. There's five interviews that these amazing thought leaders allowed me to interview them. Pat Flynn, John Lee Dumas, Dan Miller, Ray Edwards. There you go, baby, Ray Edwards, and Lee Cockerell.

Lee Cockerell was the VP of Operations at Disney. He ran a \$175 billion organization you don't think he's got some nuggets to share? I have an hour interview with all those people and I'm going to give you a copy of that when you pre-order the book. Go to viewfromthetop.com/book and you get both books and all five interviews for \$17.95.

Ray: That is an amazing value. The book on its own is worth more than the cover price but when you get these extra gifts it's really a no-brainer. You should just go ahead and do it. Aaron, thank you, not only for this interview but thank you for the work that you're doing the important impact you're having on people's lives. How you're helping people lead a life of significance it's so important and I appreciate you so much.

Aaron: Thanks, Ray. See, you buddy.

[silence]

Ray: There you have it I recommend you go get a copy of the book and get the free gifts. By the way, we are not affiliates we don't get any reward if you buy the book. I just think you should have it and read it and of course, I'm one of the interviews he features so I guess I do get a reward in that way. It makes me feel super fancy.

Sean: All right. Well, if you find the show helpful please subscribe to the podcast via the Apple podcast app and leave us a rating and review in iTunes making sure to leave your real name and website. We might mention you. To get the show notes and transcript go to rayedwards.com/285. Anything else?

Ray: Yes, I have a quote. I've been watching the genius miniseries about Albert Einstein based on the Walter Isaacson biography and interesting enough it was Albert Einstein who originally said, "Seek not to be a man of success but rather seek to be a man of significance." Oh, Einstein, he knew some stuff.



Sean: Yes, he did.

Ray: People thought he was not smart.

Sean: But he was smart.

Ray: He found things.

Sean: Things that make us go.

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[00:40:25] [END OF AUDIO]