



## Ray Edwards Show, Episode 3:16

### Seven Days to a Brand New You

**Voice Over:** *Ray Edwards Show*, episode 316; Seven Days to a Brand New You. It's *The Ray Edwards Show*. This is the podcast for prosperity with purpose.

**Music:** Let's change the world and watch your business grow. Welcome to *The Ray Edwards Show*.

**Ray Edwards:** We'll get to Seven Days to a Brand New You momentarily, plus I have an app that's going to help you form those new habits you want to form in the new year. Whether they're about eating or fitness to relationships or behaviors, whatever, great app that I've picked up for my friend, Cliff Ravenscraft, that is really revolutionary in helping you form new habits.

We'll get into our main topic today, which is the Seven Days to a Brand New You. However, for just a moment, I want to recognize that this podcast is being released on Christmas Day, December 25, and for those of you who may not know, here's just the historical reason we celebrate Christmas. It's an annual festival commemorating the birth of Jesus Christ. It's most commonly observed on December 25 and nobody knows why. Nobody knows the month and date of Jesus's birth, not really, but by the early to mid-fourth century, the western Christian church had placed Christmas on December 25 and that date was later adopted in the east as well.

Now, most Christians celebrate on December 25 on the Gregorian calendar. There are a few eastern Christian churches who celebrate Christmas on December 25 of the older Julian calendar, which makes it currently January 7. They're not really disagreeing on the date, they are using different calendars. That's the history of why we celebrate Christmas, and it is both a religious and a cultural celebration by this point in time, and it's part of the overall holiday season.

I love it because everybody seems happier, and more generous, and more forgiving, and more gracious during Christmas time. I love it. All right. Why would I say you could change your life in seven days, seven days to a brand new you? I actually believe something more radical. I believe that all change happens in an instant. Now, I think you can easily change the course of your life in just seven days by walking through seven doors of decision.

But before I get into what those doors are, I want to share with you a story that Jim Rohn tells about a girl scout. Jim Rohn was a famous motivational speaker or, as he likes to call himself, a business philosopher. He's the guy who trained Tony Robbins initially, and he was mentor to many of the greats to many of the great success teachers of this day. Whether they credit him or not, many of their ideas originated with Jim Rohn who borrowed from great traditions of philosophy, religion, and historical thought and wove that into really a business philosophy.



Here's the story that Jim Rohn has famously told many times about the girl scout at his door. He heard a knock at the door.

[audio]

**Jim Rohn:** I go to the door and there's this girl scout about this tall selling cookies for the girl scouts. She gave me one of the finest sales presentations I've ever heard, special deals, several flavors, Girl Scouts, best organization in the world, only \$2. And with a big smile, she very politely asked me to buy. No problem, I wanted to buy. Big problem, I didn't have \$2 in my pocket. I'm a grown man, I live in America, I'm married with a family, I've been to college one year, and I've been working for six years from age 19 to 25, and I didn't have the \$2 in my pocket.

I didn't want to tell her that; that seemed too embarrassing. So I did what I thought was next best, I lied to her. I said, "Look, we've already bought lots of Girl Scout Cookies, we've still got plenty in the house, we haven't eaten. She said, "Oh, that's wonderful. Thank you very much," and she leaves. When she leaves, I say to myself, "I don't want to live like this anymore." How low can you get lying to a girl scout, right?

[laughter]

**Jim:** I mean, that's the ultimate.

**Ray:** That was the day that turned Jim Rohn's life around. Here's another example of a day that turns somebody's life around. I spent decades setting the same goals over and over and failing at them year after year miserably, not just a little bit but spectacular failures in terms of my health, my weight, my financial condition, my business goals, just total misses.

Then I had a day where I was diagnosed with a disease that changed the trajectory of my life in an unexpected way, and I realized something had to change or I was never going to reach those goals that I wanted to reach. That I was either going to have to admit that I was just going to say "some day" and never do it, or I was finally going to have to develop the discipline to say "never again" while I set these goals and fail like this. I will no longer tolerate living this way.

And in that year, a couple of years ago, my life changed in almost every way. My health actually improved, my finances got better, my business got better. Last year we paid off the last of \$400,000 in consumer debt. I had lost by that time 67 pounds, still have some pounds to go. But it happened, really, even though it took a couple of years to execute all this, the change happened the instant I made that decision that I will no longer tolerate living this way. This is it.

I believe that success actually is instant. I don't think it takes seven days to become successful. I think you're successful the moment you've begun working toward a goal that's worthy of you. Earl Nightingale, another famous teacher of Jim Rohn's era, defined success this way. He said success is the progressive realization of a

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worthy goal. The moment you begin to make progress on a worthy goal, you are successful.

The fact is, success is not a point you ever reach where you stop and say, "I'm successful. This is it," because nothing stays the same. If the only thing that happens is you get older, you get older. So nothing stays the same. Your physical self doesn't stay the same, the value of your fortune or misfortune doesn't stay the same. So success is definitely a process, and I know that's cliché, but it's important for us to realize it. As long as you're progressively realizing worthy goals, you're in success.

Now we know it takes just an instant to make the shift and that we can be successful right now. But how long does it take to make the change? I think seven days is a reasonable period of time, and I'll explain why in a moment.

**Voice Over:** This episode of *The Ray Edwards Show* is brought to you by the Prosperity Academy, your marketing department in a box. When you enroll in the Prosperity Academy, it's like having Ray Edwards as your marketing coach. You get video coaching, live two-way website and copy critiques, even fresh marketing templates each month. Claim your free sample now at [rayedwards.com/tpa](http://rayedwards.com/tpa), as in The Prosperity Academy, [rayedwards.com/tpa](http://rayedwards.com/tpa).

**Voice Over:** Does anyone want to live a life that is long and prosperous, spiritual foundations.

**Ray:** I've been reading my friend Frank Viola's giant new book called *There Must Be More*, a Titan's Collectible. It's like 7,000 pages long and it weighs about a hundred pounds. I might be exaggerating a little bit, but it's filled with great stuff. If it's still available, you should get it. I'll put a link in the show notes. But reading this book triggered a memory for me of something I learned from Frank about the two trees.

Most of the time when Christians hear about the two trees, we think of the two trees in the Garden of Eden. The tree of knowledge of good and evil and the Tree of Life. We know that Adam and Eve ate from the tree of knowledge of good and evil. They became aware of how short they fell of the glory of God, and he banished them from the garden for being deceived by the serpent, and the world was in a fallen state.

Now, fast-forward to the time when Jesus, God Incarnate, became a human being, and came to take back the Kingdom from the serpent, from Satan. He did it by paying the price for all sin, by being crucified on a tree. And the two trees that we're talking about in today's Spiritual Foundations are this.

This is such a deep subject, I'm trying to go over it quickly and in a simple fashion. The two trees are this: the Tree of Knowledge of Good and Evil is the serpent's promise. He promised, "You will be like God, and you will decide for yourself what is good". This is what Jesus referred to when He was talking about the leaven of the Pharisees. Now the tree of life-- you're just going to have to do the homework, I don't



have time to unpack all this. But it should send you to your Bible and get you looking and thinking and, perhaps, praying.

The Tree of Life was the one God did not forbid us. And today, Jesus is the Tree of Life. See John 15, and you'll see that I'm right. This is the forgotten tree. This is the one we don't talk about.

And as Frank pointed out to me, when we choose the forgotten tree, we take the life of God into ourselves. The Pharisees, meanwhile, ate from the first tree. The Tree of Knowledge of Good and Evil, and so do many or most modern churches. These are the people with the protest signs, with the signs about the groups that they hate, with the signs about how America is being punished for its sins because they are only conscious of the knowledge of good and evil, what they've decided. Better that we eat from the Tree of Life, Jesus.

There's a term that's applied to Christians quite often. People say we are "People of the Book". We are not. We are not a people of the Book. We are a people of the person. And the person is the person who we celebrate His birth today, on the day this show's being released, Jesus Christ. He's the Tree of Life.

We must begin living under the forgotten tree rather than eating the fruit of the forbidden one. Merry Christmas.

**Voice Over:** Now, simple hacks that make life cheaper, easier and faster. Ray's Tip of the Week.

**Ray:** My Tip of the Week is the HabitShare app. This is an amazing habit-tracking app that I was turned on to by my friend Cliff Ravenscraft. He sent me a quick little video and showed me how the app worked, and I'm sold on it. I got it immediately. Getting sold on it is pretty easy because it's free, apparently free forever. I don't know how that's going to work, but anyway, this is a cool habit tracking app. It allows you to share habits that you're trying to form with friends so you get extra motivation and accountability.

It's very simple to use. You can set reminders to help you remember to do your new habits, you can create custom habits that fit your specific goals, and you can make them daily or weekly if you want them to be. You can have privacy if you want. For every friend, you can control which of your habits they can see and which ones they can't. HabitsShare is a hundred percent free and it's social, so you can add friends for extra accountability and motivation. I've added a few friends, I'm probably going to add more.

I love this app. I recommend it highly. Check it out. You can find it at [habitshareapp.com](http://habitshareapp.com). The good news is they've got it both for the Apple platform and for Android, so anybody can use it.

**Voice over:** And now, our feature presentation.



**Ray:** My proposal to you is that any person can change their life and become successful in as little as seven days by walking through the seven doors of decision and asking the three crucial questions. I chose seven doors for the seven days, the last seven days of the year counting today, December 25, seven days from now it'll be January 1, will be the new year. You can start today. Door number one is the door through which you decide what you want. And before you can do this, you have to make up your mind that it's okay to want what you want.

We feel this justification - I got distinction from Dan Sullivan of Strategic Coach. We feel this need to justify our wants. "I want this car because it's economical," "because it will help impress people, and they'll do more business with me," "because it's electric, and it's good for the environment," "because, because, because." How about just saying you want the car because you want the stinking car without having to justify it or explain it. Now, there is a boundary to this distinction about wanting what you want. I really believe it's important that we learn how to do this, to want what we want without explanation or justification.

But we need to check ourselves so that we're not wanting something that's clearly wrong. If I want all the people in my life that I don't like to be dead by some gruesome means, that is obviously wrong and it's not okay for me to want that and just make it happen. That's what we call psychopathic behavior, we lock people up for that. There are boundaries to this whole idea of wanting what you want. But as long as it's legal, moral, and ethical you should feel free to want what you want. And I suggest you start by deciding what you want and you do that first before the rest of the steps, and explain why in a moment.

Door number two is the door of decision about why you want what you want. Is it a whim? Is it just something you saw and you thought, "That would be cool"? There's nothing wrong with that, but I'm here to tell you that it's not sustainable. You're not going to be willing to do the work that's required in order to get that thing that you want if your "why" is not big enough. Gail Hyatt says, "People lose their way when they lose their 'why'." I would add a corollary to that. That is, people lose their "why" when it's not big enough. By big enough, I mean it's not important enough to them.

It doesn't have enough emotional leverage on them to stick. If your why is not big enough, you may even forget next week what it was. "I don't remember why I wanted that. What was that all about?" But if your why is extraordinarily huge, like if you're wise, I want to help eliminate poverty on the earth. I want to do it because I'm so conscious of the suffering of people who are poor. People who don't have enough water, enough food, enough medicine, shelter, protection from violence. When it breaks my heart and I want to see that changed, that's a why that will drive you in a good way.

Just as a sidebar, I occasionally get messages on my blog post about the secret of my success. I'll explain why I believe that Jesus Christ is the secret to all my success. A lot of people misinterpret that as me saying that if you love Jesus, he'll



make you rich and give you a Rolex, and a Tesla, and a mansion. That's not what I'm saying at all. I am saying if you have those things, it's only by His grace that you do.

But I got a message recently from somebody who said, "It breaks my heart when I hear you say this because you forget about the people who are suffering, the people who are martyrs." No, I don't. That breaks my heart. That's why I feel that those of us who are fortunate enough, who are blessed to be placed in a situation where we are capable of being entrepreneurs and creating wealth, we have a duty to do that.

I don't want to get into a discussion about how much of our wealth is ours, and how much of it is to be given to the poor, that's a whole other topic. But let's just suffice it to say that by creating large amounts of wealth, we bring that wealth into existence. It circulates into the world and it helps everybody. That's true. You may disagree with me but you're wrong in my humble but accurate opinion.

The point I was trying to make is door number two is having a big enough "why" for the thing you want. And if your "why" is not big enough, then you need to back up and think about a different thing you want. Because chances are if you're one of eight billion or so humans on the planet, you want more than one thing. So find the things that have the biggest "why" for you already intrinsically built into them.

Then door number three is the door of worthiness. This goal, this thing that you want, and the why you want it has to be worthy. When we say worthy, sometimes I see this quoted as worthwhile, which I guess is the same thing, but I like the word worthy because it begs the question, worthy of what? Worthy of whom?

I believe the way to think of this is it's worthy of you giving yourself to it. Otherwise, by whose standards are you deciding it's worthwhile? Whose making that decision for you? That's clearly screwed up. It's got to be worthy of you and your best, you at your best. You don't have to do it that way, you're free to do whatever you wish, you're also free to suffer the consequences of not aiming for your best, of not reaching your fullest potential, because it's only in our moments of reaching our fullest potential that we reach our fullest satisfaction. And incidentally, it's only in human truly alive to their purpose that God is truly glorified. Glorified, by the way, means your goodness is put on display. When we're saying we want to glorify God we're not saying that we want to feed his ego, He doesn't need that, trust me. He's well aware of who He is. Glorifying God puts his goodness on display, who does that benefit? There's a question worth thinking through.

Door number four is the door of when. When do you want this thing that you want? You can't be vague, you can't say, "I want a certain number of dollars in my bank account, I want a million dollars in my bank account sometime in the future or within the next five or ten years." That's not specific. You need a date on the calendar. And if you're like me, you'll have a date and a time. Some of the goals were set like this, "I will have X number of dollars in my bank account on December 31st 5:00 PM 2018 Pacific time." Very specific because it makes it real.



Dave Ramsey has a saying I love. He says that a goal without a deadline is not a goal. It's just a dream. Ah, that's a hard saying, but it's true.

Door Number five to changing your life in seven days, and you're going through this door on the fifth day. You're doing a door a day. So you're taking a leisurely stroll through these doors. Door number five is decide with whom you want this thing you want. This is important too because, what if you get what you want but you are with people you don't like? Are you successful? I think not.

Because achieving what you want but achieving it with the wrong people is not worthy of you. You can do better. Most of us did not consciously choose our associations in life, at least not initially. Some of us have become more active as agents in our own lives and have decided, "I'm going to be intentional about who my associations are with." That's as it should be. But if you've just been randomly thrown into relationships with people and you end up achieving the success that you think you want, you get the thing you want, the circumstances, the money, the fitness, the house, the whatever it is you want but you're with people you don't like, you're not successful, not even a little bit.

Successful alone is not success either. We were designed to be in community. You might say, "Well, I can't help it that I'm alone. The person that I loved most died," or, "left me," or, "is dying," or, "cheated on me and destroyed our relationship," or whatever. Well, you've got the wrong person in the number one position in your life. This is going to mess with some people's heads. God comes first in my life. I come second. Everybody else comes after. The reason is if I'm not in right relationship with God, I cannot be in right relationship with anybody else.

Human beings die and human beings disappoint. We all do it. I'm not pointing finger at you. I'm saying we all do it. So relying on a human being for your happiness, as the bedrock of your happiness, is a heartbreak waiting to happen for one reason or another. But when you place the priority of relationship with God, he will never let you down. He will never leave you nor forsake you, you will never be alone. Success alone means success without God, and that is not success.

Door number six is the decision of where you want success. I'm talking about your physical location. If you're a person who despises the cold and you live in Anchorage, Alaska, you've got a mismatch. You either have to learn to love the cold or you need to move.

There have been many studies recently that have demonstrated that people in certain regions are happier than people in others, and I think it's a little bit misleading because some people's desire is for a certain climate while others have the exact opposite desire. What if you're married to somebody who loves nothing more than to be in the mountains of Alaska, hiking the top ridges in the frigid cold, and you yourself prefer to be in the sweltering heat of Arizona?



You've got to come to some kind of agreement. Both of you have got to learn to compromise and be happy about it. But assuming you're on the same page with one another, think about where you want to achieve the success that you're after. Where will you be happiest? Go there. As Jim Rohn would say, "You're not a tree, go there. You're not rooted to where you are." What's stopping you really? "Well, I have to stay here because I have a job here. I have to stay here because I've lived here for 20 years. I have to stay here because I don't have money to move."

"I have to, I have to, I have to," oh stop your whining. You don't have to do anything. You choose to because you don't want to suffer certain consequences, you choose to pay your mortgage, but you don't have to pay it. You choose to pay your taxes, you don't have to pay them, they will come looking for you eventually. So don't take this as advice to not pay your taxes, pay your taxes.

I pay mine, I'm glad to pay them. But you don't have to do anything. If that's your excuse for not living where you want to live, I have now given you permission to go ahead and move. Do so responsibly. I'm neither rendering legal or accounting advice, you should seek the services of a qualified professional if you require such advice. I've got disclaimers memorized.

Door number seven on day number seven of changing your life is to decide how you're going to get the thing you want. That thing you decided on day one seven days ago, that thing you decided you wanted, we never talked about how you're going to get it. Remember what we said about your big "why" in door number two. With a big enough "why", you can overcome any "how". Any difficulty can be overcome by a big enough "why". If it is important enough to you, you will move heaven and earth to make it happen, so you need to decide how that's going to happen. How you're going to bring it about. What actions you need to take? Who do you need to become in order to realize the goal you've set for yourself?

If it's not a goal that requires you to become a better person, it's not a goal worthy of you. You're sandbagging. You're phoning it in. I'm telling you, you won't be happy. You may achieve every goal on your list, but if you do that, you know you're going to do it anyway. There is no effort involved. There is no stretch. You will not be happy. You'll be one of those people who has a great deal of apparent external success but stands around saying, "I thought there'd be something more. Is this all there is?" No, but you decided not to go for all there is. I sound angry today, I'm not. I'm actually delightfully happy because I'm speaking the truth in love. I love you and I want you to be happy.

Now, I said seven days, you can take one question or one door a day to walk through. Let me just review them for you. Door number one is decide what you want and be okay with wanting what you want. Read Dan Sullivan's book about that. Door number two is decide why you want it. You got to have a big enough reason why. It's got to be important enough you can actually remember why you're doing this or you won't stick it out through the tough times. Door number three is decide if it's worthy





of you. I remember Earl Nightingale saying that success is the progressive realization of a worthy goal.

Door number four is deciding when you want it. Setting a date when it's going to happen otherwise it's not a goal. It's just a dream or wish. Door number five is deciding with whom you want it. That means both intentionally choose the people you want to be doing life with and also, remember who your number one relationship is with. The one person who will never leave nor forsake you. God. If you don't believe in God, I respect your right to believe that. We're still friends. I still love you. I would playfully invite you to consider. Wouldn't it be great to have a friend who would never leave or forsake you?

Door number six is to decide where you want to have it, like where do you want to be living? What's going to make you happy? If you're only happy when you're in Sedona, Arizona, then, for heaven's sakes, move there. Door number seven is the door where you decide how are you are you going to get it? What has to happen? What do you have to do? Who do you have to become to make this thing occur in reality?

Those are the seven doors of decision. You can take them, one at a day or you can do them all in one day. You can go crazy like I did and just make all your goals in one day. I use Michael Hyatt's *5 Days To Your Best Year Ever*. I did it in one day because that's how I roll, babe. But you can take seven days. You can do this any time, it doesn't have to be December 25 to January 1. Don't listen to this in March and say, "It's too late, I missed it. I'll have to wait till next December." No, you don't. Every day is New Year's day, my friend. Just declare it. Today is New Year's day, happy New Year.

There are three questions to ask your self once you've gone through this process, just to make sure you're on the right track. These only come after you go through this seven doors for a reason. You need to go through that whole process before you ask these questions because otherwise, you won't be able to answer them. The questions are: number one, what's the cost? What will it cost me to get this thing I want? Because there's always a cost. You have to give something in order to get it. You can't sit in front of a fireplace and say, "You give some heat and after that, I'll give you some wood." Doesn't work that way. So what is the cost? You have to count the cost before you build the tower.

Question number two is, is it worth it? Once you really know what the cost is, ask yourself, "Is it worth what I have to pay to get it?" Then number three, am I willing and able to pay the price? Really think about this one hard. Because you may seem willing because it's a sunny day, and you feel good, and your tummy's full, will you still feel willing when it's 15 degrees below zero, and you're hungry, and you're in a bad mood? What will sustain you then? That's how you know if you're willing.

Are you able? I'm never a person who'd say to somebody, "You can't do that, It's not possible for you." Because I've seen too many people for whom I thought that very



thing, I thought, "Well, there's no way that person's going to achieve what they just told me. They're never going to run a marathon," and the next thing I know they are running a marathon. So I keep my mouth shut because I never know what somebody is capable of.

I know what people are capable of. People are capable of anything. What they are willing to do is another story altogether. What they are willing to do is another story. Are you willing and able to pay the price? What you are able to do is extraordinary. However, as my friend Michael Hyatt says, there is a zone of gold setting called the delusional zone. If I decide I want to be the royal king of the world, crowned on a international global coronation televised on all TV channels simultaneously, that's probably delusional. Not going to happen. Just be careful that you don't set a goal for yourself that is delusion. Otherwise, reach for the stars.

What do you do now? How do you take this and put it into action? Here's what I suggest. Walk to the seven doors, one each day, for the next seven days. Just take some time in the morning with your journal, your notebook, Evernote, whatever you use, and write out your thoughts on that particular decision. And then, at the end of the seven days, on the seventh day, which will be January 1 if you start this on December 25, on the seventh day, ask the three questions, what's the cost? Number one, number two, is it worthing? Number three, am I willing and able to pay the price? And if you are, then pay the price, make it happen.

How you start? You take the next logical action step. Not project. You don't say, "I'm going to build a house then." That's not an action step, that's a project. An action step is, "I'm going to go online to the house plan site and look through house plans and find one I like." That's an action step. What is the very next logical action step for you to take? Take it and then keep doing that process until you get the thing you want.

And just remember that you're successful as soon as you're starting making progress. So as soon as you decide what you want, you got through these seven doors, seven decisions, you're already successful. You're in the success process. Coming up next week, it will be January 1, New Year's day, as we release our next podcast. Episode 317 is next week. And next week's episode is called New Year, Now What? That should be fun. Until then, God bless you and keep you, God smile on you and gift you, God look you full in the face and make you prosper.

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**Voice over:** Each week we bring you a message of prosperity with purpose and freedom.

**Voice over:** Remembering the true freedom is available to all--

**Voice over:** Through Jesus Christ.

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