



Ray Edwards Show, Episode 324

The One Thing You Can't Outsource

Voice Over: Coming up on the *Ray Edwards Show*.

Ray Edwards: You need to figure out what hurts if you don't change things, what feels good if you do change things? The pain and the pleasure of the equation.

Voice Over: *Ray Edwards Show* episode 324, The One Thing You Can't Outsource.

[music]

Ray: Outsourcing is hot these days. Outsourcing so hot right now.

Speaker 2: Outsourcing is so hot right now.

Ray: Tim Ferriss, I blame him, and Chris Ducker. Chris came out with a book a little bit after Ferriss came out with his *4-Hour Workweek*, but Chris's book is more of a-- I look at *The 4-Hour Workweek* as this is why you should outsource and inspire people to do it. Chris's book, *Virtual Freedom*, is like how you actually do it, which was a lot more helpful.

Speaker 2: Right.

Ray: But now Chris has a new book out called *The Rise of the Youpreneur*, and then he talks about outsourcing as part of the practice of being an entrepreneur. But as hot as that topic is, there's certain things you cannot outsource right now. I think that outsourcing has become a cliché like it's the answer for everything. If you have time to do it, just outsource. You get somebody else to do it in different country for less money. But it's a cliché because there's, first, was the how to do it, then there's the part that nobody talks about, which is the part that it's not perfect. Things don't always go perfectly well. Then there's the part where it's a little deceptive because you can't outsource everything.

Speaker 2: No.

Ray: Like I have a friend who outsourced having his bills paid. He didn't look at them. That did not end well.

Speaker 2: Yes, I bet.

Ray: Because things got paid but just not the things he thought were getting paid. The embezzlers got paid. What is the one thing that you, for sure, cannot outsource? We'll talk about in just a few minutes. It's one principal thing that you cannot



outsource, and if you try to outsource this, you will fail in everything you do. It's like the big domino of things you cannot outsource. It'll make more sense coming up.

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

Ray: Tip of the week is a toy. It's an app for the phone, for the iPhone, the only phone, so I called the phone. It's called 8mm Movie Camera. Have you seen this?

Speaker 2:No.

Ray: Oh, I'll just show you real quick. It's a camera app, obviously. I'll turn it on.

Speaker 2: Oh, you know what? I have seen this.

Ray: It looks like an 8mm movie.

Speaker 2: Right. Yes.

Ray: It's cool if you do an Instagram stories or Facebook stories or you just want to add a little bit of flavor to your videos. Don't overdo it. Don't do a whole film.

Speaker 2: Do a whole student, like college student film?

Ray: That would be just like shots of cow's eyeballs-

Speaker 2: Is that always [crosstalk]--

Ray: -flowers in the field, and--

Speaker 2: I think it was-- it must have been Family Guy.

Ray: [unintelligible 00:02:42].

Speaker 2: No, it was a clown flipping a pancake.

Ray: Oh, that's right.

Speaker 2: And then there was like a kid under the table crying or something like that and-- [laughs].

Ray: So film school.

Speaker 2: Right, yes [laughs].

Ray: 8mm, nice way to spice up your videos. Just don't overdo it. It's like Instagram filters, if you overdo it, it's not good. It's not bueno.

Speaker 2: Do you have your filter stack?

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Ray: Yes.

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

Ray: Spiritual foundations. So I've been having a lot of conversations with people about grace these days and context of Christianity. I know it seems like the two should have nothing to do with one another, but yet they do.

Speaker 2: Yet they do.

Ray: I know what you're thinking. Christianity isn't that the religion that's all about judging people and saying who you hate and protesting things and-- No.

Speaker 2: No.

Ray: No, that's a different thing. I'm talking about the actual thing that started 2000 years ago with a guy named Jesus. And it was about grace, which is favor that you get without earning it. We talked about forgiveness, about how it's possible earn forgiveness. It's not possible to earn grace, and here's the discussion a bit having with people lately about grace, just because I like to provoke people.

I'll ask them, "So what do you know about grace in the gospel?" "Well, you know, it's we're forgiven of our sins if we ask to be forgiven. We just to forgive of all our sins." "How many times do you have to do that?" "Well, every time you sin." "Really?" By the time I get done with them, they get mad at me. They say, "But what you're saying means that I can get away with anything?"

Speaker 2: Well, that is what Paul says.

Ray: That's the thing, see? [laughs] You already have. If you believe the gospel is true, then you believe that God exist outside time, whatever that means.

Speaker 2: Right. I mean, he says it twice. Paul says it twice. In two different--

Ray: In 1 Corinthians 6:12, he says, "All things are lawful for me." That means, here's another translation, I can get away with anything.

Speaker 2: Nothing is illegal.

Ray: It's all okay for me to do. Then he says, "But not all things are helpful."

Speaker 2: Yes

Ray: It's lawful for me to go downtown and get on the top of the Davenport Tower and leap from it. It's not helpful.

Speaker 2: It's lawful for you to hire a prostitute.



Ray: But it's not, again, not helpful.

Speaker 2: It's not helpful to either hire a prostitute or to be one.

Ray: As I understand the concept, you're correct. We could talk about degrees of prostitution. That would be a different show. That different show, someday we're going to make that show.

Speaker 2: I really think that that show is going to become this show.

Ray: Do you think this show could become that show?

Speaker 2: That's what I meant. I'm just waiting for it to happen.

Ray: That would be interesting. Not today, not this day.

Speaker 2: [laughs] Not this day.

Ray: All right. Back to it. All things are lawful for me, but all things are not helpful. All things are lawful for me but I'll not be brought under the power of any. I think that's the key phrase right there. He's saying, "Yes, I can do anything. I can get away with anything." It's all legal, but I will not be brought under the power of any of these things.

It's a compulsion or an addiction, or something that's not good for you, but you're doing it anyway because it feels good in the moment, you're under the power of it. Paul's saying something deeper here than just, "Everything is forgiven." He's saying, "Because everything is forgiven, you have the power to not be under the power of anything."

Speaker 2: You got to remember, I mean, he was writing to the Corinthian Church which, as I understand, at that time was quite--

Ray: They were. They were sinful.

Speaker 2: They were having fun.

Ray: They were a bunch of sinning sinners, just sinning all the time.

Speaker 2: They were having fun. I mean, they're--

Ray: There was sin all over them.

Speaker 2: I can't remember where they get these sources or how they find this information out, but from what I've heard and read, they were engaged in some pretty crazy--

Ray: Temple prostitution, sleeping with their mother-in-law.



Speaker 2: Yes, and stuff like that. You got to remember that these are the people to whom Paul was writing, and we don't have all of Paul's letters.

Ray: Or we don't have their letter that they wrote to him.

Speaker 2: There's also a third letter that we don't have that Paul references to. When you put all those pieces together, this is what the picture comes like. Paul discovers or hears from someone, I don't know, that the Corinthians are crazy. They're having weird sexual relationships. Everyone's--

Ray: Orgies.

Speaker 2: Orgies. Everyone's like singing in tongues. No one can understand each other.

Ray: They've gone whacko.

Speaker 2: They've gone whacko. He says, "Hey, you guys need to get your stuff in line." They're like, "Hey, but you told us there was grace," and then he says this.

Ray: Yeah, there's grace. Everything is legal but not everything is helpful.

Speaker 2: They're saying, "Hey, but you're saying we could do whatever we want. We'd be forgiven for it." He's saying, "Well, yeah. You're right, but this isn't helpful. That's not going to grow you. It's not going to deliver you."

Ray: Most people will not hear that. They get stuck at the, "You can do anything you want to."

Speaker 2: And then they get out offended by it.

Ray: Even if it's true-- I actually had a pastor tell me. I believe that's true, but we should not tell people because they might take it as a license to sin.

Speaker 2: [laughs]

Ray: They maybe want to get one printed up. Ray Edwards, licensed to sin. That should give you pause to think about what it means to be under grace, and what it means to be under the power of anything, including the resistance the fact that you're under grace.

Voice Over: Now, our featured presentation.

Ray: What is the one thing you cannot outsource? If you think about this carefully, you already know the answer. The answer is self-discipline. You can't outsource your self-discipline.

You can outsource your weakness. You can outsource tasks that you're not good at. You can outsource tasks that you don't like to do. But there're certain things that we

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must do in order to live to survive, to interrelate with one another, that we must do ourselves. These things, we cannot outsource. They all have one common denominator, one common function, one common character trait that is part of all these things.

I'll get what that is in just a moment. But let me tell you how it started. It started as a discussion about, we're looking back over the last few years of my life during a consultation we had with our friend, Mike Kim. Mike was asking, "Well, how would you define each year over the last seven years? Like 2011 was a year of what? 2012 was the year of what?"

We went through this whole exercise of - that's funny that I should choose that word - looking at what the sin of each year was. 2015 was the year I lost over 50 pounds. 2016, I lost another 17 pounds. The fitness journey for me began actually four years after my diagnosis of Parkinson disease.

I was working on my health, to some extent, before that, but it took some time for me to process through it and begin to face the reality that that the one weapon I have to form against this disease is exercise and fitness. Because there is no drug that alters the disease. There is no treatment that alters the disease. There are only treatments and drugs and surgeries, brain surgeries that affect these symptoms and those treatments for symptoms are not even really effective. Not as effective as you would like them to be.

I realized the only activity for which there was scientific evidence that showed this actually alters the course of the disease. It slows it down. In some cases, it may even reverse damage that the disease has done to your brain, and that activity is exercise. That's something I cannot outsource. I cannot outsource physical exercise. I can hire a trainer, which I've done. Thank you Catalyst Fitness in Spokane on the South Hill. Matt, you're doing a fantastic job. I appreciate you, but you can't do the push-ups for me. Nobody can do the push-ups for me. Nobody can put the miles in on the road for me running or walking. Only I can do those things.

This is a theme that runs through all the activities or habits that require self-discipline that we all aspire to, and many of us fall short, and we have all kinds of excuses about why we fall short. Like I don't have time. I can't afford to do that. I have work that I have to do that comes first. But the truth is we always have enough time for anything we make a priority for. We always have enough time for the things that are important enough to us to make time for them.

Like if you're a huge fan of a certain TV, show *Game of Thrones*, for instance, you will always make time to watch the episodes of *Game of Thrones*. No matter what else is going on in your life. No matter how much you need to exercise, or how much need to work on your taxes, or how much you need to work on your finances, if you make *Game of Thrones* a priority, that will always be something you have time for. And somehow, you don't have time to do your taxes or to plan your menu for the



next week. Isn't that interesting? You always have plenty of time for the things that are most important to you, that you're really committed to doing.

What are you exercising in that moment that you decide to watch *Game of Thrones* instead of doing the other thing that probably is more important to do? Exercise, work on your budget, whatever.

We've talked about fitness. We've talked about prioritizing time for things that are important in your life. What about relationships? Relationships take an investment of time and energy and vulnerability. In each of these activities and zones of life, in order to see the progress that we say we want, we must have the character trait of self-discipline. That is the ability to cause our self to do the things we say we want to do. The Apostle Paul writes in The Book of Romans. He says, "Well, what a wretched man I am. The things that I want to do I don't do, and the thing that I hate, that's the thing that I do." That describes the American diet right there. That's the description of American fitness.

The thing that we say we want to do, we don't do, and the thing that we hate: being slothful, and fat, and out of shape, that's the thing we do. Why? Well, I'll give you a brief thought or two on why, and then I'll go into a plan I think you can use to increase the amount of self-discipline you have. Because most people believe you have a limited amount of self-discipline like you're born with a certain measure of it and that's all you have. But this is a capacity you can expand.

Let's talk about why we don't have self-discipline in some areas and why we do have it in other areas. I have often believe that a person who's disciplined in one area must be disciplined in all areas. In fact, there's a book, it's title is something like, *How You Do Anything Is How You Do Everything*. I thought that was clever, but I don't think that's true.

We all know people who are Uber-disciplined when it comes to their fitness. They would never have one percentage over the amount of body fat they determine to have. They never miss a workout. They're never one pound overweight. Yet, we all know people like that whose interpersonal relationships are a freaking mess. Mainly because they won't put the time in that's required to make those relationships work. Or we know somebody who maybe is great at running a business. They have lots of discipline about running their business. Their business is very profitable. They make lots of money, and yet their health is all out of whack.

They're 50, 60, 100 pounds overweight. They have high blood pressure. They have all kinds of health problems that are self-induced that are mainly created by what they put on their fork and put in their mouth. How is it somebody can be so disciplined in all areas of life except one? Maybe you know somebody like this. Somebody who's Uber-discipline, has lots of self-discipline and self-control, except they smoke. Or they drink out of control. What is going on there? Well, I believe that this comes down to the old pain-pleasure paradigm that we are motivated to do anything or not do anything by pain and pleasure.



We'll do just about anything we can to get out of pain, including smoke, or drink, or watch mindless television, and we'll do a lot to gain pleasure, but we'll do more to get out of pain than we will to get the pleasure we think about. Now that's a powerful insight that some people are not comfortable with because they want to think they're more driven by the idealistic picture of the world the way they want to be. They don't want to focus on the negative but not "focusing on the negative" on your lack of self-discipline for instance, is really ignoring reality.

We are wired in such a way that our survival depends on us being more motivated to avoid pain than our survival depends on us being motivated to chase after pleasure. Often, what's more real to us in the moment is the pleasure that comes from an unproductive or unhealthy activity. That's more real to us than the pain that will eventually result from that activity.

What I mean is, the pleasure of eating the cheesecake is much more real to us than the pain of the pounds of fat this going to put on our hips on our stomach or our abdomen. Or the amount of arterial plaque it's going to create in our circulatory system. What's more real to us is the taste and the mouthfeel of the cheesecake, but what's really a danger to us is the pain that comes later. I think that's why we lack self-discipline in certain areas, and we don't lack in other areas. In some areas of our life, maybe in most areas of our life, many of us have mastered this idea. We think about what will happen if we don't do something.

Like what will happen if I don't do my taxes? What will happen if I don't turn in my receipts to my accountant, so she can keep track of everything? [laughs] I will be punished if I don't. There will be negative consequences. There will be pain. I do those things. Yet there are other areas where we don't have that same pattern established. We allow ourselves to indulge in momentary fleeting pleasures that really we won't remember, but we will suffer the consequences for a long time to come. This could be in the area of eating, relationships, finances, fitness, whatever.

That's why I think we're sometimes not disciplined in some areas while we're disciplined in most other areas of our life. If you've been thinking that, well, I'm a self-disciplined person, so I don't really have a problem something else is going on, you're probably wrong about that. Here's the good news. I think anybody within the sound of my voice, anybody listening to this show, can develop an increased capacity for self-discipline by following three simple practices. Now, just because they're simple, doesn't mean they're easy. If you'd like to expand your capacity for self-discipline, I believe it's possible because it's like a muscle.

It can be built up just like a muscle. But what is required to build that muscle? You have to push against great resistance, heavyweight, and it's uncomfortable. It hurts. It hurts not just in the moment, but it hurts the next day, and maybe two days afterwards as well if you did it right. Just like muscles, developing a greater capacity for self-discipline requires that you put your body and your psychological well being, your psychological mind, emotions and will, you put all that under strain and stress. And by pushing against the weight of self-discipline with so much force, you force



yourself to do things you're not comfortable with that makes you a bit sore. Because you're growing.

What are the three practices that will help you develop a greater capacity for self-discipline so you can do the things that you say you want to do and you cannot do the things that you hate? Well, knowing that nobody else can do the push-ups for you, you can't outsource your self-discipline, here are the exercises or practices that you need to engage in to develop more capacity for self-discipline.

Number one, need to practice polarity. We've really been talking about polarity already. Polarity is the pain-pleasure paradigm. It's the idea that we're motivated to do anything we do in life out of these two motivating factors, pain and pleasure. We're either motivated by the fear of pain or the desire to get out of pain or are motivated by the desire for pleasure, to get into pleasure. And they're connected.

The more pain we're in, the more desire we have for the pleasure as we try our best to get out of the painful situation. The more pleasure we feel, the easier it is for us to move away from the pain and to the polarity. Most people's problem is not that they don't understand this. I think when you explain this to most people, their reaction will be, "Yes, I get that." I've heard Tony Robbins, I understand pain and pleasure [laughs], and yet they're not practicing it in a way that shows up in their life. Why not? Well, I think it's because most people are not happy but they're not unhappy enough to do something about it.

Now think about that really carefully. Is it possible that you are not happy, but you're not unhappy enough to do something about your situation? I think that's only very possible. It's probably very likely for many people listen to the show. This is what we call living in no man's land. There's no polarity here. There's no pain no pleasure, it's all in the middle. There's no attraction or repulsion. Attraction is what happens when you see that thing you think that will bring me great pleasure, that new car, that new house, starting that new business. Meeting that new person, getting to know them. It's all very exciting. It leads you into the pleasure zone.

Or we might move out of the pain zone if we get lots of pain. If we have a situation where we have, say, a friend with whom are having a dispute, the pain of not being in communion with that person who's a good friend of ours causes us to feel unpleasant sensations in our mind, in our body, in our emotions, and so we'll do a lot to get out of that situation. We'll either mend the relationship or move away from a relationship altogether. I recommend mending the relationship. They're hard to come by. Don't throw them away carelessly. There has to be polarity. If there's no polarity, there's no attraction, there's no repulsion, there's no push or pull, there's no pain or pleasure. You won't do anything. You'll just stay like you are.

There's a story in the Bible where Jesus is writing, and I'm not about to get religious. I just want to share this one metaphor. Jesus is writing letters to the different churches in Asia. He writes to one church and says, "You are like lukewarm water. I would like to spew you out of my mouth. I wish you were either hot or cold." If you



actually translated it viscerally the way the original writer intended for it to be read, it would be something like this, "You're not hot or you're not cold. You're like lukewarm water. You make me want to vomit."

My friend, Jim Edwards, says, "Love me or hate me, but there's no money in the middle." That's the power of polarity. It forces people to either love you or hate you. If you're talking about your personal brand. If you're talking about your own situation or you're trying to alter your behavior, you've got to develop polarity between what you eat and what you don't eat. You've got to learn the pain that results from eating too many sugary sweets, which is any sugary sweets in my humble but accurate opinion. You've got to really get associated to that pain of what this is going to do to your body so that it hurts to even think about doing it.

Then on the flip side, you've got to get really associated to the pleasure of how healthy you're going to become by changing your eating habits. You got to have polarity. You got to practice polarity, pain and pleasure. You can change what you link pain to. You can change what you link pleasure to. Think about it. Are there people who get pleasure from doing things that hurt? Without a lot of deep discussion, yes. We all know there are people who are like that. Weird, but there are people who are like that. Is it possible for human beings to take a pleasurable experience and make that painful? We all know the answer is yes. We can all think of examples maybe not in our lives, but in the lives of other people that we know.

Therefore, it is possible for you to change what motivates your behavior to move toward something or move away from it. The second practice that will help you develop a bigger capacity for self-discipline is the practice of practice [laughs]. You're trying to develop a new behavior, a new habit muscle. The dictionary defines practice this way, it says, "Repeated exercise in or performance of an activity or skill so as to acquire or maintain proficiency in it."

Practicing self-discipline is the repeated habit of using your self-discipline or performing an activity that requires self-discipline so that you acquire more self-discipline or you maintain your proficiency in it. We want to increase our capacity, so we're going to have to push ourselves to the boundaries of what we're capable of doing. We do that by practicing. It's just like if you're going to practice shooting a basketball through a hoop, you're going to stand at the free-throw line and shoot hundreds or thousands of free-throws at that basket until you get really good at delivering that ball straight through the hoop. You do it by practice. You do it by repetition over and over and over and over again.

You notice what works, you keep doing that. You notice what doesn't work, and you don't do more of that. That's what practice is all about. Practice has to be intentional, it has to be conscious, and you have to be paying attention. You have to have situational awareness so that you can notice what works and what doesn't. That's what real practice is like. Another definition in the dictionary of the word practice says this, "To carry out or perform a particular activity, method, or custom habitually



or regularly." Practice in terms of doing something to get better at it is the first definition. The second definition is just doing something on a habitual basis.

If you're going to workout every day, six days a week, for the rest of your life, you practice that by just doing it, whatever it takes.

There's a story that I love of my friend, Cliff Ravenscraft who, I think it was three years ago, made a commitment that he's going to exercise six days a week every week for the rest of his life. He's kept that commitment now for three years. I remember one time he was stuck. I think there was a weather problem, like it was snowing or raining or something outside. He couldn't exercise outside and there was no exercise facility in the hotel where he was staying, so what did he do? Did he say, "Well, I just can't do it. It's out of my control."? No, he didn't. He ran up and down the staircase until he got in his exercise for the day. He practiced no matter what.

The first practice is the practice of polarity, using pain and pleasure to motivate yourself or changing what you link pleasure to. The second practice is practice, getting into the habit of doing the thing that you need to do over and over again and also, working to get better at it. The third practice is the practice of perseverance. This is one that really gets a lot of people. A lot of people will start with a lot of momentum. They start a new diet, they start a new exercise program, they start a new financial practice, but they fall by the wayside eventually. They don't have enough motivation to stay in it, they don't persevere.

What does it mean to persevere? Again, I go to the dictionary for the definition. The definition of the word persevere is, "Steadfastness in doing something despite difficulty or delay in achieving success." It's important you get that whole definition. Perseverance is steadfastness in doing something despite difficulty and despite delay in achieving success. In other words, once you've committed to this thing that you're going to do, whatever it may be, in my case, it's working out with my trainer. Whatever you commit to, you, actually are going to do it steadfastly. It's dependable. You're going to do it despite how difficult it is, or how delayed you are in achieving success.

In the case of working out six days a week every week for the rest of your life, that's a commitment that I have made. Since I've made it, I've broken it a few times. Does that mean I've failed? Even though you stumble, you get back up and you start again. You resume. That's all you do. You just resume. You don't repent, you don't wail and moan, you don't go off on a binge if you're not exercising. You just resume your daily practice six days a week. That's what I do if I miss a day for whatever reason.

I'm determined not to miss it unless I absolutely have to, like I'm incapacitated. But if I do miss a day, it just means as soon as possible, maybe still in that same day, maybe tomorrow morning first thing when I wake up, I resume my practice. I persevere in the practice. I'm steadfast in doing something despite difficulty or even despite delay in achieving the success that I'm after.



Those are the three practices that you can employ that will increase your capacity for self-discipline. You can't outsource it, but you can grow your ability to be self-disciplined through polarity, the use of pain and pleasure, number one. Number two, through practice, and number three, through perseverance. Perseverance can also be thought of as persistence. You persist in your pursuit of this goal no matter what. There's a beautiful quote from Calvin Coolidge about persistence that I'll share in just a few moments that I think really sums it up well, how important it is to persist in pursuing worthwhile goals.

That's something we haven't talked about in this episode, but we talked about it previously. You will not persist or persevere in working on your goals or your aspirations for your life unless they are worthy of you. That's the first place to start. Is this a goal that's worthy of me, worthy of my best? If it is, then use polarity, practice diligently, and persevere. That's how you develop a greater capacity for self-discipline.

Speaker 2: If you found the show helpful. Please go to rayedwards.com/324. The shown notes and transcript will be there for you. Please, leave a review on iTunes and subscribe to the show via the Apple Podcast directory. Any other thoughts or quotes worth notes?

Ray: Yes, this is for Calvin Coolidge who said, "Nothing in this world can take the place of persistence, talent will not. Nothing is more common than unsuccessful men with talent. Genius will not, unrewarded genius has almost a proverb. Education will not. The world is full of educated derelicts. Persistence and determination alone are omnipotent." That's a mic-drop moment.

Speaker 2: Boom.

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