



Ray Edwards Show, Episode 334

How To Have More Aha Moments

Speaker 1: Coming up on the Ray Edwards Show.

Ray Edwards: Just put more information in your brain. Creativity does not happen in a vacuum. You don't have new ideas by having an absence of other ideas.

Speaker 1: Ray Edwards Show Episode 334. How to Have More Aha Moments.

[music]

Speaker 2: The Ray Edwards Show. This is the podcast for prosperity with purpose.

[music]

Ray: Some people think that having ahas, the big idea, the eureka moment is an accident. It just strikes you like lightning.

Sean: It's causeless. Are you picking up a theme?

Ray: There is a theme here. If you want stuff to happen, you have to do stuff.

Sean: You don't get in something from nothing. Secret is not true.

Ray: You can have more aha moments. You can intentionally create an environment in which, in circumstances and actions which produce more brilliant ideas. As capable of brilliance as you may be.

Sean: Right.

Ray: We'll get to that. We'll also be covering, "Why doesn't God answer every prayer?"

Sean: Interesting.

Ray: I just picked the most difficult questions I'm getting and decided to tackle those because I have the answer.

Sean: Yes, right.

Ray: How to read an extra book every week without adding any extra time to your schedule, which technically, you can't add extra time to your schedule anyway. If you can, please write to us. We have`from the future.

Sean: [chuckles] We have been working on a way to bend the space-time continuum to get us more time. Actually, Katie and I [unintelligible 00:01:51] have been talking about we want an extra day. We call it the eighth day.

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Ray: The eighth day. That sounds biblical.

Sean: Yes, of the week, we just want one more day. Can we just get one more day? That's all we're asking for.

Ray: That's a song by Diamond Rio. One more day.

Sean: You're right. One more-- What's--

Ray: It's a depressing song.

Sean: Yes, it's one more dance or something or something like that.

Ray: Somebody died.

Sean: I'm pretty sure it's the girl because it's a dude singing it. Well, nowadays, that wouldn't necessarily be true but 20 years ago in Country Western, that's true.

Ray: Might have still been true but [crosstalk]

Sean: Okay, that's true. Like Kenny Chesney?

Ray: Hello, I did not say it.

Sean: [laughs]

Ray: Kenny, it wasn't me. I'm okay with however you decide to live your life. None of my business. Let's get right at this.

[music]

Speaker 1: Ready to shake off the lies and limitations that stop you from prospering? God's prayer for you is that you should prosper in all things and be in good health just as your soul prospers. At Permission to Prosper 2018, we'll clear the path for you to experience full prosperity not only in the area of finance, but in all seven major zones of life. Faith, fitness, family, fun, finance, friends and fulfillment. Join us at this life-changing event where we will help you construct your own prosperity blueprint, remove the inner conflicts about money, wealth and possessions, and learn from our world-famous speakers including Jeff Goins and more surprise guests to be announced soon.

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Speaker 2: Does anyone want to live a life that is long and prosperous? Spiritual foundations.

Ray: Why doesn't God answer every prayer?

Sean: Because you didn't ask it right, dummy.

Ray: That's one answer. My answer was he does answer every prayer and sometimes, the answer is no. Now, that will not stand without some explanation because some people will just be unhappy with the fact that I said that. In one place, Jesus said, "Ask whatever you will in my name and believe that you have it and it'll be done." I have disproven the common interpretation of that statement many times. **[unintelligible 00:04:46]** just whips that verse out and say, "Okay, I want a jet airplane and I believe that I have it."

Sean: Or even less snarky. It'll be an actual issue in your life.

Ray: Yes, I've done that too.

Sean: Right, we've all prayed for things that--

Ray: Solve this. It seems reasonable, solve this for me.

Sean: I'd really like to not have this problem anymore.

Ray: Then apparently nothing happens and the problem just goes to its unavoidable end. Why isn't God answered every prayer? I believe he does, but he answers them in his own time, in his own way and sometimes the answer is, "No." That's not acceptable to some people, but Jesus himself, right after he said that thing about ask anything you want, two of his more popular disciples just ask him, were traveling with him and they got ticked off at this village because they wouldn't accept Jesus as their savior, as the Son of God. They didn't believe that. They didn't want him to come to their. Their idea was, "Hey, how about we call down fire like Elijah did and burn them all to a crisp." Jesus said, "You don't even know who you are. That's not what we're about."

Sean: That's not why I came.

Ray: We're not doing that. No.

Sean: No.

Ray: But whatever I ask in your name.

Sean: Right, shall be given.

Ray: Here's the question, what does it mean to ask something in someone else's name? In the time, in the culture that we were looking at Biblically, in those Bible times, first century.

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Sean: If you look at a timeline, you'll see all these years 400 BC something, it's just Bible time.

Ray: Bible time.

Sean: It's like 200 AD.

Ray: [singing] It's Bible time. Bible in the morning. Bible every day in every way. In those days, if you were an official of the Roman Government, you made decrees and you made requests, which were not really requests, they were commands in the name of the Emperor. There was an understanding that asking something in the name of a ruler, a king, meant that you are speaking on his behalf. Expressing his will and desire for that situation.

Sean: Interesting.

Ray: If I'm asking something in Jesus name and I'm asking to be allowed to burn the citizens of an entire to a crisp. Well, some Christians will say, "Well, yes, he totally does that all the time."

Sean: Look at all the smoldering cities.

Ray: Bad Christians. Study more. Think some.

Sean: For yourself.

Ray: That's the answer. You may not like it but that is the answer. It's correct in my humble but accurate opinion. Let the flame war begin.

Speaker 2: Now, simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

Ray: Tip of the week. How to read an extra book every week without taking any additional time up to do it. This is so simple that you'll thump yourself in the head. Go ahead and do that now. Let's say that you work out every day. You do, I presume you do. Just listen to an audiobook for an hour while you're working out. You'll read about a book a week. Depending on the length of the book. If you choose Atlas Shrugged, it will not be a week-

Sean: No, it will take you 60 workout sessions. How do I know this?

Ray: - because that book is 7000 hours long.

Sean: 60. That's why I said it will take 60 workout sessions. [laughs].

Ray: But it's worth it. Now you may say, "I don't work out or I don't want to listen to a book while I work out." Then do it while you take a walk, do it in your commute, do it while you're doing something else. Tony Roberts refers to this as net time, no extra



time. There are brainless activities that you don't require your thinking brain for, even washing dishes for instance. You can then listen to a book.

Sean: Maybe you can't do something every day but maybe you do chores every other day or something around the house or whatever for 20 or 30 minutes. Put them on while you're doing that. You don't need your higher cognitive capabilities to clean the toilet.

Ray: If you do, you need to practice.

Sean: Yes, you need to clean more toilets.

Ray: And listen to a book while you do it. About how to think better. Maybe you're all busied up during the week, I would take a look at that if I were you, but you could also, on the weekend, you're cleaning out your garage, that's a 6 rate hour deal. You could listen to an entire book then.

Sean: Someone might-- totally.

Ray: Short book.

[music]

Speaker 2: Now, our feature presentation.

Ray: On to our featured presentation. How To Have More aha Moments. This is either going to be very exciting or very discouraging to you. The first way to have more aha moments is put more knowledge in your brain. Read more. Listen more. Attend more lectures, seminars, watch more instructional videos on YouTube. There's lots of great stuff on YouTube but at some point you have to stop watching JP Sears and go watch something that'll teach you something. Well, actually JP would fit that description.

Sean: Bloody diarrhea. What did you think I said? It's gluten free.

Ray: Look him up. Hours of entertainment. Just put more information in your brain. Creativity does not happen in a vacuum.

Sean: No.

Ray: You don't have new ideas by having an absence of other ideas. What you have then is what's called a vegetative state which means you have the thinking capacity of a stalk of broccoli, in which case you're not listening to this podcast. Way number two and I'll get back to why this works. I should tell you now so you won't be all twisted up between now and then. Putting more information in gives you more possible combinations of different ideas from different sources which will spur new thoughts that will be an original idea based on ideas that have preceded it. It'll be a new twist--

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Sean: On an old thing.

Ray: Squarego.

Sean: Right.

Ray: It's not your father's bagel. What happens when he drop his bagel.

Sean: Rolls away.

Ray: If Gabriel wants to roller-blade-

Sean: The egg is defeating me.

Ray: Okay, back to how to have more aha moments. Listen more and I'm not talking about listening to books now. You might listen to Podcasts. That would certainly qualify. You could do that with no extra time as well. I'm actually talking about listening to people when they're talking, when you're talking to them. Listen carefully to what they say because people will reveal so much about themselves just in the course of a regular conversation and really all you normally have to do is just ask a few questions. You don't even have to do that. You can just say this, let me give you my magic phrase for getting people to reveal most of their secrets, "Huh, well, say more about that." You can get artful and elegant and have variations like, "That's interesting, what else happened?"

Sean: What do you mean by that?

Ray: Can you explain that? You may ask, "Why does that help me come up with different ideas?" People, if you give them an opportunity, even the dullest of people will sometimes say the most remarkable things.

Sean: Then you never know how interacting with someone and having an interesting conversation with them will trigger random pieces of information, knowledge and ideas that you have hanging out in your subconscious that will cause you to string a series of things together and come up with a new idea that you never would have before just because of the way that scenario was played out.

I remember years ago I read *How to Win Friends and Influence People* like most business people should. I remember walking away, one of the things walking away from that was the principle of asking questions, just asking questions. Dale Carnegie did a great job of really emphasizing that you need to do this from a genuine perspective and not just as a tool to get people to like you so they'll do what you want.

Ray: Here's a hint. They will know if you're doing that. Don't you know when somebody is working you?



Sean: Yes, absolutely and so I did. I was like, "All right, I genuinely want to know." It didn't take long. Just a few times of asking people questions about what they did or whatever and I realized that it was actually really interesting just to ask questions and even some people with the most boring jobs to get their perspective on it and why they're in it and what they find interesting about it or whatever, I have learned so many random interesting things just by going, "Huh, well, okay, I've never heard. I don't know how that business works. Tell me a little bit more about that."

Ray: It's absolutely true and I think you have to have an open mind and be willing to learn from people. Here's the key, here's the key to really listening and hearing what people are saying. Don't spend that time that they're talking rehearsing what you're going to say when they shut up..

Sean: Right, yes.

Ray: That's what most of us do. We just can't wait for them to stop so we can say the thing we want to say or we do the me too switch which is, "Me too. Let me tell you about what happened when I went to Hawaii." Don't do that if you want to learn.

Sean: Like I said, as I found, it quickly became something I genuinely enjoyed doing because nine times out of 10, unless you're with someone who just doesn't want have a conversation, you will learn something interesting. There's a great quote that I got from the same book. I think it's from Emerson who says, every man or every person that I meet is my superior in some way and in that I learn from him.

Ray: One of my favorite Emerson quotes.

Sean: I think that's just-- It's true. Every person has had experience doing something that you haven't, meaning they have knowledge and information above and beyond yours in some arena.

Ray: That makes me think. When I read Dale Carnegie's book, here's what happened to me. I went and took a job as a, wait a minute. I'm doing that thing.

Sean: Doing that thing.

Ray: Don't do that thing.

Sean: Don't do that thing.

Ray: Once you've noticed that thing, you notice it all the time and it makes the other person look shallow. Okay, way number three to have more aha moments, to produce more aha moments. I just want to be clear, an aha moment it's usually a surprise. It's not like we sit down and say, "Okay, I'm going to squeeze my brain and come up with an aha."

Sean: The Eureka.



Ray: There's a reason we symbolize it with a light bulb coming on because the connections happen and we have a realization or revelation and we're like, "Oh." Way number three to make that happen more often, take more notes even if you don't ever read them again. There's something about writing something down that makes a different imprint in your neurology. I don't know how it works, I just know that it's true. It's not bad if you write legibly enough that you can go back and read them later, that could be helpful but I've found that most of my notes I never refer back to although it's helpful to have written them.

Sean: It cements it into your psyche.

Ray: It would be more helpful if you try to write in complete thoughts not just truth from Ray. That's not going to help you very much. If I said something that you thought was really true, write down what I said that made you feel that way or think that way and get that idea into your subconscious or as I like to call it into the hopper. The idea hopper. Ideahopper.com. Just checked it. I was like, "Let's do it right now," [crosstalk] but nobody's listening right now. We're recording. No, we didn't just start when you press the play button. [crosstalk] We've been sitting here waiting to use-- [crosstalk]

Sean: On demand. [laughs]

Ray: Thank God I had to go to the bathroom. Method number four for getting more aha moments. Intake information from a wide variety of sources.

Sean: Man, especially today with all of our social media stuff, you can so echo chamber yourself without even realizing it.

Ray: You mean there are people who only listen to Fox News and then listen to stuff on social media that quotes Fox News?

Sean: Right.

Ray: Supports the viewpoint of Fox News.

Sean: They don't even realize they're doing it. It's easy to point fingers at the most obvious candidates but people do it all the time. It's just natural because you're going to surround yourself with people that are like you and so because you're attracted-- You have certain traits and characteristics because you like living your life a certain way so it makes sense that you're going to congregate around people who have similar values.

Ray: Is this why I have so many friends who are bald bearded guys?

Sean: Yes. [laughs]

Ray: It's true. I love the term echo chamber yourself because it's really what you're doing and it exemplifies something that is a fallacy of logic which is called the



confirmation bias. This is where we're subconsciously scanning the environment only for the information that confirms our own bias.

Sean: What we already believe to be true, we're looking for information that confirms what we've already believe to be true.

Ray: We won't listen to information from anybody who might have an opposing view. Taking in information from a wide range of sources especially those that you are A, not interested in or B, disagree with. When you're reading something you disagree with, don't do it from a standpoint of, "I'm going to contradict everything they say and write my notes in the margin about why this is wrong." Try to read it as if you are accepting the ideas at face value, that you're going to try to run with-- You're suspending your disbelief for a little while to try to see the world from their viewpoint, then when you're done, you can start examining their premises, their ideas, the constructs they've made about reality. What that means in terms of business or life or relationships or whatever, but you will have considered a different viewpoint.

Let me tell you, let me warn you in advance what will happen sometimes. Sometimes you will do this, you'll read a book that is in total opposition to what you believe is a core fundamental belief of yours and when you finish the book, you'll set it down and you'll say, "Holy smoke, I was wrong. The truth about that issue is totally opposite of what I've been saying it was." Don't be afraid of that.

Sean: Honestly, there's a pressure also because you make certain assumptions about people who may believe certain things. For me, I'll just say, I remember when I was in high school, early college, I was a Christian but I was still pro-choice when it came to abortion and those sorts of things.

Ray: Are you about to take a position on the show?

Sean: Maybe I shouldn't pick. [laughs]

Ray: Go ahead.

Sean: I went through a series of things and honestly it had nothing to do with my faith that really challenged my pro-choice position. Over a series of six months or so, I'd say, I really by myself wrestled with what I thought about that. One of the reasons I wrestled with it was because I had so judged the pro-life people and thought they were so stupid and bad.

Ray: You decided how all of them are.

Sean: Right, I didn't want to be seen as that, because I knew that if I came out as I realized then all my people, my friends-

Ray: Your tribe.

Sean: - my tribe-

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Ray: Might stone you.

Sean: - would possibly consider me the same bigoted people and the same bigoted kind of person or whatever. That in itself is a pressure and so many people don't change their minds because of that. They don't even realize that that's why they don't want to change their minds.

Ray: They won't think it through that deeply or admit that's what's going on but it is.

Sean: It is, because I can tell you after going through that on several issues, it's hard to turn back around your social group and say, "Hey, I know I have said A about this issue since we've known each other but now I have to say B," but you have to believe what's true.

Ray: Well you don't have to.

Sean: You don't have to but that's akin to suicide.

Ray: I don't remember who said this. I think it was Jim Rohn, if not, Jim Rohn is the universal person-

Sean: You just attribute [laughs]

Ray: - you attribute everything to that sounds really smart, you can't remember who said it, but it was this, "The only difference in your life five years from now, will be the people you meet and the books you read." If you think about it, all of your thinking processes come from those two sources. I can't imagine you changing very much if you just sit under a tree and don't talk to anybody, don't read anything, I don't know how you'd even manage that.

Sean: Right, that would be unhuman. I guess what I'm saying is as people as you go through and you realize you read a new book controversial idea to get these more aha moments, that sometimes when we're exploring new ideas the resistance to the new idea isn't actually the idea itself but the implications that the idea will have on us socially.

Ray: If the idea is true, resistance is futile.

Sean: It's just a real thing that the end-- like I said, most people acknowledge it but if you just acknowledge it and see that that's what's going on, sometimes it's hard but the truth is the truth.

Ray: Take this one level deeper and don't just read a book that opposes your view, talk to somebody who opposes your view and don't argue with them, just ask questions. Why do you believe that? Where did you get that idea? Let them know you're not interested in arguing, you want to understand their point of view. Limit your questions to questions that are designed to help you understand their point of



view. It will be difficult for you. You'll want to jump in and say, "No, that's not true." Don't do that. Just keep asking questions about what they believe and why.

Method number five for ensuring that you have more aha moments. This is going to make you laugh, Sean.

Sean: Okay.

Ray: Make sure you set aside time for ideas to coalesce. This time is known as rest. The reason Sean is chuckling, is because this is one of my personal challenges. Taking time to rest. I'm working on it. I'm getting better. at it.

Sean: Getting better.

Ray: I have to admit it's getting better. Better all the time. [singing] Have to admit it's getting better, it can't get no worse.

Sean: You keep going down this road and I can't follow you.

Ray: Because you don't know The Beatles.

Sean: I don't know the song that you're singing.

Ray: Well, part of the reason is I did not even come close to replicating the melody.

Sean: Okay.

Ray: Rest time, time when your mind is not working on a problem, when it's just enjoying nature or playing a game like golf or taking a nap or eating a sandwich. That is when your subconscious mind for some reason, I don't understand why, but it is often in these moments of rest when we're not actively engaged in trying to accomplish something as an activity that the new ideas seem to pop up.

Sean: We have-- you and I, and then I have continued to have a conversation on this front with my friend Cody, we've talked about-- We've been wrestling with this concept of what is the subconscious because it's directly related to our topic here. I think it's important we bring this up because it relates to why we think rest is so important. We do not believe, I think, we haven't talked about this recently but the last time we talked about it, we don't believe that the subconscious is a second like less intelligent mind secretly controlling your behaviors underneath your conscious mind.

Ray: We don't believe Freudian psychology.

Sean: We don't believe that there are actually two consciences at play in your brain. There is one mind, that is the one that is active right now as you're listening and integrating information. What we ascribe as the subconscious is really a library of



conclusions, ideas, values, judgments and things like that. It's basically where our conscious mind goes to get all of its information.

The reason that it can seem like there's a second mind, because when ideas "pop into your brain" or as you've said in a previous podcast and early in this podcast, what's actually happening is in whatever environment you're in and whatever you're talking about and concepts you're dealing with, that specific set of stimuli and then your rational process, the information you're already accessing causes you then, your conscious mind to touch other pieces of information in your subconscious that you were not aware of at that particular moment and then all of a sudden your mind instantly links all of those points together and ding ding ding ding ding.

Ray: Aha.

Sean: Aha, and so why is rest important for that? Because when your conscious mind, the mind that's listening to this podcast right now is tired and overworked, it is not very good at processing information. It's just not. When you rest and you allow your conscious mind to relax and free up a little bit, then it can just bump around into that information in your subconscious that it couldn't do before. You didn't have the bandwidth. You're just able to let your mind interact and integrate its knowledge and do its thing and then all the sudden all these dots connect that couldn't connect earlier because you didn't have the energy.

Ray: Perfect. That perfectly describes exactly what I believe about the subconscious mind. Even though I use the term every now and then, I forget to use the different term which I feel is more accurate which is the other than conscious mind.

Sean: The other than conscious mind, yes or the-

Ray: The hard drive.

Sean: - the hard drive or the--

Ray: Even though our brain doesn't work like a computer.

Sean: No, it doesn't. What did Cody call it? Our conclusion dataset? I don't know. [laughs]

Ray: You've got to find that term. I want to hear that. Look, here's the fact. Most people when we say the subconscious mind, don't really know the real definition of that word.

Sean: No, but they do have an implicit idea that there's somehow this ghostly second mind at play.

Ray: We're just trying to evoke that idea without having to go into the whole explanation of what we're talking about like we just did, but this is our job on the podcast, so okay. Our job is to straighten out your messed up thinking.

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Sean: Then really what probably feels like we're just really screwing up you're thinking, that's what it feels like.

Ray: We're actually straightening out our messed up thinking and you get to come along.

Sean: You get to come along for the ride.

Ray: I hope that's helpful. This is how you have more aha moments.

Sean: If you found the show helpful, we actually would like you to subscribe in the Apple Podcast Directory and a review in iTunes.

Ray: Five stars.

Sean: Five stars. Very helpful.

Ray: Say nice things.

Sean: Please say nice things. If you want the notes to go back over any of these points, whatever, please go to rayedwards.com/334.

Ray: All right, thinking about the subconscious mind which is a model that we use to evoke a certain set of ideas. It's not really accurate but it helps us convey an idea. There is a British mathematician named George Box who said, "All models are wrong but some are useful."

Sean: I like that. All righty.

Ray: I think we're done.

Sean: I think we're done.

[background music playing]

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[00:30:16] [END OF AUDIO]