



## The Ray Edwards Show, Episode 336

### 9 Reasons You Need A Book-Reading Plan

**Announcer:** Coming up on the *Ray Edwards Show*.

**Ray Edwards:** So, I encourage you to go to live events and be part of Masterminds, but I encourage you even more to read books. Spend just a few bucks on a book instead of thousand dollars on a seminar once in while.

Ray Edwards Show, episode 336. Nine reasons you need a book reading plan.

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**Announcer:** *The Ray Edwards Show*. This is the podcast for prosperity with purpose.

**Ray:** In our fast paced and entertainment saturated culture, it's easy to let reading books all by the way side, even for people who love to read. In fact, many studies show that after college, the average person only reads three more books for the rest of their life. It's hard for me to believe, but that seems to be the case. Don't be tempted to think that reading books is just old fashioned, that it's no longer relevant. There is power in the written word, and still, one of the measures of your intelligence is your ability to read and your grasp of a large vocabulary, things you get by reading. Whether you're an entrepreneur, a business person or just somebody who wants to continue to grow because you know that in life you're either growing or you're dying, reading books is an effective way to continue your personal development.

One of my favorite quotes in this subject is from Charlie "Tremendous" Jones who said, "You will be the same person in five years as you are today, except for the people you meet the books you read."

We're going to get in to nine reasons you need a book reading plan and how to build one, and even some suggestions, coming up.

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

**Ray:** I have a question for you about your prayer life. When you pray, what does your prayer sound like? Does it sound like you're praying or pleading, begging? If you begin your prayers with things like, "Oh, please dear God, I beg you. I'm begging you God, I'll do anything." Prayers that plead and beg are really sending a message to God that you think he's not willing to do what you're asking. But he's far more gracious and willing to give what we ask, what we think, or what we imagine.

Just check out Ephesians 3:20 for versification on that. He wants, above all, things that we prosper and that we'll be in health, even as our souls prosper. 3 John 1:2. In

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fact, long before you even know you need something, God has already met that need. That's why in my daily declarations, one of the things that I repeat everyday is I say to myself out loud, "God's wealth circulates in my life, his wealth flows to me in avalanches. All my needs, desires and goals are met instantaneously by Infinite Intelligence."

Cliff Ravenscraft and I discussed that last line about our needs, goals and desires being met instantaneously with Infinite Intelligence. Do we really believe that? I came down to the decision, yes, I do believe it because I believe God knows what I need before I even knew there was a need. That's God, that's a good God. If we're begging him for something, what we're actually saying is, "God, you're reluctant to give and you need to be persuaded before you'll move." But he's not like that.

Now, Jesus knew the heart of the Father, he saw the woman who was bound in a spirit of infirmity. He didn't pray, "Oh God, she's been suffering for 18 long years, I beseech the Father, have mercy on her, please heal her if it be your will". No. When Jesus saw, her he immediately said, he proclaimed, "Woman, you are loosed from your infirmity", because he knew the heart of the Father. He knew that the Father wanted her delivered from her crippling condition.

When I am finishing my time with the Lord together each day, or if I'm with other people we've been talking about spiritual matters and we pray to wrap things up, I don't pray by saying, "Please bless these people, please keep us from doing the wrong things, please be gracious to us and protect us." Instead, I like to pray things like this, "The Lord bless you. The Lord keep you. The Lord make his face shine on you and be gracious to you." Those are proclamations that come straight from the Scripture.

When you pray, proclaim your protection, your provision, your healing, because your Father's heart overflows with love and grace for you, and when you declare it, He sanctions it. When you declare it, He establishes it. Don't be discouraged because it doesn't come as quickly as you think it should. God answers prayers in the way we would answer them if we knew everything He knows. Boldly declare what you know God's heart to be for situation, and move forward in faith, and you will experience more of that peace that passes understanding.

[music]

If you've been on this journey of self improvement, of improving the quality of your life and the life of the people around you, you already know that limiting beliefs, lies and limitations keep you from prospering in all the areas of your life. As I mentioned earlier, God's prayer for you is that you should prosper in all things, be in good health, just as your soul prospers. Soul prosperity is what we're focused on at the event, the live seminar event, Permission to Prosper. We're going to have this in Franklin Tennessee, July 30, 31 and August 1.



At Permission to Prosper, 2018, we're going to clear the path for you to experience full prosperity, not only in the area of money and finance, that's part of it, but in all seven major zones of life. Number one, faith. That has to be first. Number two, fitness, because you've got to put your oxygen mask on before you can help anybody else. Then comes number three, your family. Then number four, fun. Having fun together, enjoying God and enjoying God's creation and enjoying God's gifts to you called your family. Number five, finances. Finally, money comes into the picture, not my number one focus, but part of the seven major zones of life. Number six, friends, and number seven, fulfillment. Being involved in and contributing to a story that's bigger than yourself.

We need all these things to be prosperous, truly prosperous in our entire life. That's what we're focused on at Permission to Prosper, 2018, the live event. I'd love it if you would join us at this life-changing event. I'd love it for your sake.

We're going to help you construct your own prosperity blueprint. Remove the inner conflicts that you have about money, wealth and possessions, and learn from our world-class faculty of speakers, including Jeff Goins, the author of *Real Artists Don't Starve*, and more surprise guests we'll be announcing soon.

Permission to Prosper is your key to unlock the vaults of wealth, wellness and wisdom that will prosper you and everyone around you. Register now at the early bird rate of just \$597 per ticket. Prices increase soon, so this is the lowest price you're going to receive on this ticket. You should get yours now.

We have a signature access package that will give you red carpet perks, including personal time with me. You get more details about that after you register. If it's for you, you can do it. If it's not, no big deal. But you definitely should get your general admission ticket right now at the lowest possible price, while they last. You can do that by going to [permissiontoprosper.com](http://permissiontoprosper.com).

**Announcer:** Now, simple hacks that make live cheaper, easier and faster. Ray's tip of the Week.

**Ray:** My tip of the week this week is, get a massage. For the first 46 years of my life, I never had a massage. I thought that massage establishments were perhaps illegitimate. I felt weird about having a stranger touch me. I just had all kinds of hang-ups about it. I've since come to regret that I spent 46 years in that world of hang-up land when I could have been experiencing the health benefits of massage.

What happened for me was this, I was diagnosed with Parkinson's disease in 2011, and I've been receiving deep tissue massage therapy as part of my treatment since then. I started by going once a month, then once a week, and these days I get three massages per week.

Here's what this has taught me, your body is the frame through which you see and experience the world. If that frame is bent, twisted, and in pain, you will experience the world in that way, bent, twisted and in pain.

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It'll be distorted, not the real life experience that you could be having.

My advice to you is, get over your hang ups, go have a massage from a reputable qualified massage therapist, try at least once a week for a month or more, and let me know, put your comments below this post at [rayedwards.com/336](http://rayedwards.com/336) and let me know the difference it makes in your life because I know it will make one. I encourage you to do it, you'll thank me later.

**Announcer:** Now, our feature presentation.

**Ray:** As I said at the beginning of this episode, reading has begun to decline. It hasn't begun to decline, it has been declining for quite some time. Studies show that most people who actually graduate at college read three books in their entirety of the remainder of their life, which is shocking to me. I read three books a week. I can't imagine reading only three books for the rest of my life, that's just astonishing.

Studies also show that most people, when they buy a book, never make it past chapter two. Again, blows me away. It's important that you keep up the reading habit to keep your mind growing, to keep new ideas flowing, to keep yourself alive because you're either growing or dying physically and intellectually, and the way you grow intellectually is by interfacing with new people, discussing new ideas, and a lot of that discussion comes from books. Here are nine reasons I believe you need a book reading plan, because if you don't plan for it, if you're not intentional about it, it's not going to happen.

Reason number one of your book reading plan, reading helps keep you current. Books can help keep you current on business trends and strategies. You can either spend thousands of dollars flying around the country going to seminars and masterminds, which I think you should do some of that, you should go to Permission to Prosper, for instance. You should maybe consider becoming part of the Empire Builder's Mastermind, if you qualify. Find out more about that by going to [rayedwards.com/empire](http://rayedwards.com/empire). I encourage you to go to live events and be part of masterminds, but I encourage you even more to read books. Spend just a few bucks on a book instead of \$1,000 on a seminar once in a while. After you finish the book, there it is within arm's reach for ready reference for the rest of your life.

Here's a book I recommend you read right away. It's Michael Hyatt's book, *Your Best Year Ever, A 5-step Plan for Achieving Your Most Important Goals*. This will help you improve every other area of your life, that's a power that books have.

Reason number two you need a book reading plan, it provides material for your own writing and podcasting. Go back and listen to my episodes and think about how many of them are based on things I read or heard from other people and I distilled it and put my own twist on it and shared it from my perspective. I got them on my podcast, interviewed them. That's what happened with *Profit First* by Mike Michalowicz. I read the book and I was blown away by it, I had to talk to the author,



so I interviewed him on the podcast, and we use his practices in our business every day.

Reading a book provides material for your own writing and podcasting, and it offers you fresh information, strategies for presenting that information, and great stories to share with your readers. Here's a book that I just read recently that I highly recommend to you. It's called the *Rise of the Youpreneur*, it's by my friend, Chris Ducker.

There'll be links to all these books in the post that accompanies this podcast. To get the book links, go to [rayedwards.com/336](http://rayedwards.com/336), because this is episode 336.

Reason number three you need a book reading plan. Reading books exercises your brain. Joseph Addison wrote, "Reading is to the mind what exercise is to the body." Believe me, in this competitive environment we live in today, you don't want a flabby brain. Reading gets the blood flowing to the brain in unique ways and keeps your brain and thinking clear and crisp. I challenge you to read a book that's challenging. Like for instance, *Miracles* by Eric Metaxas, or any book by Eric Metaxas for that matter. I guarantee his books will give your brain a workout. He's a fantastic writer with a big vocabulary and he's basically a super brain.

Reason number four you need a book reading plan, it expands your worldview. Look, let's face it, most of us live and work within a fairly small bubble of relationships and ideas. Our market is defined by what and who we know. What if there are other markets out there that we haven't even thought about or touched? Reading can broaden our perspective, and in this area, I would recommend you consider reading *Blue Ocean Strategy: How to create uncontested market space and make the competition irrelevant* by W. Chan Kim. This is a seminal book that you must read if you're in any kind of business. It's just required. If you're not reading this book, you're crazy.

Reason number five you must have a book reading plan, it stimulates new ideas. Frequently, I'll be reading a book and the content I'm reading launches me into a totally new idea, even different from the ones in the book, or building on what's in the book. Reading does that. If you need some fresh ideas and new thinking for your own business, read a book. Try reading *The 4-Hour Workweek* by Tim Ferriss, if you haven't read that already. If you have read that, read one of his latest books, like *Tools of Titans*, or *Tribe of Mentors*, both fantastic books that will give you fresh ideas and new thinking.

Reason number six to have a book reading plan, is it increases your vocabulary and conversational skills. Whether you realize it or not, when you're reading, your mind assimilates new words and new phrases. These new modes of expression become part of your vocabulary and find their way in your conversation without your conscious effort. I find myself using words that I didn't even really know I knew, and the accompanying conversation, and I realized this is because of the reading that I



do. This is the best way to improve your vocabulary and improve your compositional skills, is read a lot of books.

Stephen King says in his book, *On Writing*, which is one I would definitely recommend. He says, "To be a good writer, you must read a lot and you must write a lot, the two things you have to do." Most people think about writing a lot, they don't think about reading a lot. Reading a lot is very important. Reading a lot makes you a better writer as long as you're reading good writers.

That leads us to reason number seven you must have a book reading plan, it makes you a better writer. This is related to the previous point I was making. When you read a book that's well written, your own writing begins to take on the qualities that you admire in the person you're reading. Here's a book that focuses on writing skills but also features writing at its best, it's called *On Writing Well* by William Zinsser, Zee-I-N-S-S-E-R, or if you're from Canada or the UK, it's Zed-I-N-S-S-E-R, which I prefer actually. But if I say Zed, most people in America don't know what I'm talking about, so I say Zee. *On Writing Well*, I would add to that book a very similarly titled book but a totally different one called *On Writing: A Memoir of the Craft* by Stephen King. These are my two favorite books on the subject of writing.

A third book I'll throw in that is required reading for any writer, new or old, is a book by Anne Lamott called *Bird by Bird*. Those three books will make you a much better writer. You can read them over and over and over again, and I have done so and recommend that you do so as well.

Reason number eight to have a book reading plan, it corrects or corroborates your thinking. Reading what others think about a topic can either correct our misconceptions, in other words, correct our errors, you may be wrong about something or confirm what we've been holding to be true all along. The danger in this concept is, don't only read things you agree with because that's just confirmation bias, you're only reading things that reinforce your current point of view, which is good to a point, but occasionally we need to challenge ourselves by reading the opposite point of view as well. I occasionally read a book by an atheist, and I look for the best books by atheists.

Richard Dawkins writes some great arguments for the idea of the concept for the belief of atheism. Sam Harris, same thing. I don't agree with their conclusion, but I read their work because it strengthens my own convictions about what I believe, and I read it not in a spirit of wanting to contradict what they say, I read it in a spirit of wanting to hear what they have to say and understanding it from their viewpoint.

In other matters, I have changed my mind about political ideas, about economic ideas, about a variety of topics by reading people's work who oppose the view that I currently hold, and it's expanded my thinking and made me a smarter better person, I believe. A bestselling classic that'll either challenge or confirm your beliefs about spirituality is Lee Strobel's *A Case for a creator*. While we are on the subject of God, if you're looking for something that will confirm your beliefs about God, or if you are a



person who just doesn't believe in God at all, try Lee Strobel's *A Case for the creator* and see what you think about his ideas. He makes a powerful argument, a powerful case for our creator.

Finally, reason number nine you need a book reading plan, it enriches your life. So far, I've been talking mainly about growing your intellect and your business. But reading for pleasure offers many benefits as well. Reading a book before bedtime is a great way to wind down and relax. Recreational reading opens a whole world of history, of entry, of humor, romance, adventure, fantasy, it takes you to worlds you will never experience in real life.

Who has stood at the cracks of Mount Doom over the burning lake of fire and thrown the One Ring into the flames? Anybody who's read Tolkien's *The Lord of the Rings* has had that adventure. You've been to that place. Even though you haven't been there in real life, you've been there in your mind. Reading recreationally kicks the borders off your imagination, unless you live in worlds that are impossible in real life.

You may even be surprised by unexpected ideas that you get from unusual sources. I recommend in the world of fantasy if you want to try something new there, which I think this -- the book I'm about to recommend is a seminal work. It will stand in the future. It'll stand alongside *The Lord of the Rings* as one of the classics, the field, although it's nothing like *The Lord of the Rings*. It's not a sword and sorcery book at all. It's not about elves and all that stuff, it's very different. It's Patrick Rothfuss' epic novel, *The Name of the Wind*. Now, I will warn you ahead of time. These books are quite literary, so they have a lot of big words, is what I'm trying to say.

This is a big book, *Name of the Wind*, and there's a second book called *The Wise Man's Fear*, which is even better than the first book, and here's the reason I'm give you the warning. He hasn't published a third book yet and it's frustrating me to no end. I cannot wait for the third book to complete the cycle, but I've read the other two, three times each, that's how good they are, so check them out.

There's plenty of other great fiction books to read. I recommend you try a variety of different genres and fiction. Try mystery, try detective novels, try horror novels, try science fiction novels. Well, I don't read horror novels anymore because they disturb my sleep, but you get the idea. Read different stuff, don't read the same thing all the time.

If I've sold you on designing a reading plan, how do you do that? Maybe you're busy and you think, I don't have time to read, Ray, what do I do? You've got to consider your schedule, your interests, and a great place to start might be a commitment to read one book a month, or maybe a couple of books a month,

There are services that'll help you do this. You can subscribe to audible.com and get audio books, or you can subscribe to something like Michael Hyatt's leaderbox at leaderbox.com and he'll send you a couple of business books per month plus a guide and a group experience of reading through the book and getting the main



points from the book and getting the real value from the book in a way that's unique to Michael. I really love this product. I subscribe to it, I pay for it, I don't get it for free. It's worth a lot more than he charges, check out [leaderbox.com](http://leaderbox.com).

If you're not going to do that, at least create a list of books that you want to read. That way, you won't finish a book and wonder what to read next, you'll always have a list of books to choose from. You can either read on paper. I want to clear something up. Some people seem to think that only paper books are real books, they think that eBooks or audio books are not real books. That's totally off base. You can read your books on a Kindle, you can read the books on audio, books from Audible.com through your iPhone or your Android or whatever app you use.

Many who are reading a book to study it like the option to paper because you can highlight and scribble notes in the margins. I actually like to study books in my Kindle because I can highlight and my highlights are preserved digitally, I can go and copy them out and paste them into documents. If I'm doing it right here, I find the references readily.

There's a lot of advantages to both sides. I do both, If I'm really deep into a book, I get the Kindle version and I get a paper version and I make notes on both of them, which sometimes leaves me wondering where do I make that note. But that's okay, it works for me. Do what works for you.

Also, consider finding a reading buddy, somebody who will help you to stay accountable to your reading goals. I do think you should have a reading goal. How many books do you want to read this year, the remainder of the year? Set a specific number and even make a list, that's what I've done for the year. If the two of you read the same books each month, you could have the added benefit of discussing that book and talking about what you learned, how that book impacted you, how it impressed you, what you didn't like about it, what you disagreed with. There's a whole range of discussions you can have if you're reading a book with someone that you cannot have reading it just by yourself.

Finally, if you're somebody who really struggles with reading, and there are people who do, they're very intelligent smart people who struggle with reading because they find it boring or difficult, there are plenty of opportunities to listen to audiobooks. I've mentioned this before. Now, some people think the retention rate for listening to audiobook drops significantly over reading it on paper. I don't believe that's true. I tend to be a better audio learner than I am a visual learner, so I retain things better by hearing them than I do by reading them on the page. The exact opposite of that opinion is true for me.

I remember things better if I hear them in an audiobook. Some people remember them better if they read them in a physical book. You know yourself, you know what works for you. You do you, do what works for you.





My question to you is, what's the next book on your list? Share in the comments at [rayedwards.com/336](http://rayedwards.com/336), and that's where you also get the show notes, the list of the books I mentioned, the transcript and a whole bunch more. I'll just wind up today's show with this quote worth to note, which I mentioned at the beginning of the episode by Charlie "Tremendous" Jones who said, "You will be the same person in five years as you are today, except for the people you meet and the books you read."

Thanks for listening. If you like what you're hearing, leave us a review in iTunes or in the Apple podcast app, which is called now. Until our next episode, I pray that God will keep you, that He will bless you, that He will make His face shine upon you, and that He does more for you than you can ask or even possibly imagine. Peace to your house.

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**Announcer:** Thank you for listening to the *Ray Edwards show*.

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**Announcer:** Each week, we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all, through Jesus Christ.

**[00:23:45] [END OF AUDIO]**