



## Ray Edwards Show, Episode 339

### What You Believe, You Receive

**Announcement:** Coming up on *The Ray Edwards Show*.

**Ray Edwards:** It's who you truly believe you are, that's who you will manifest in reality. If you're not getting where you want to be, it's because you want to be there, you don't believe you are there.

**Announcement:** *Ray Edwards Show*, Episode 339. *What you believe, is what you receive.*

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**Announcement:** *The Ray Edwards Show*. This is the Podcast for prosperity with purpose.

**Ray:** Let's be clear. I'm not talking about magic here. I'm talking about the fact that what we believe about anything, determines what we receive from that life, whether it's life, whether it's your business, whether it is your own personal performance or identity. Today, we're going to be focusing on identity, for sure, because what you believe about yourself determines how you turn out.

Think about belief. Think about how what you believe determines what you think, which determines what you do or do not do, which determines what you accomplish or do not accomplish, which determines the course of your life, where you end up, your destination, your destiny. Your belief determines your destiny. It's not magic, it's just the logical progression of a thought process.

We're going to unpack why what you believe about yourself is more important than you may have ever suspected. We'll do that during a conversation I'm going to have with my good friend, Cliff Ravenscraft, and that's coming up in just a few moments.

**Announcement:** Does any one want to live a life that is long and prosperous? *Spiritual Foundations*.

**Ray:** This week, we're going to unpack your spiritual Christian baggage. What do I mean by Christian baggage? Well, it grows from a metaphor that my friend, Frank Viola, shared with me. He calls it the Christian backpack, I call it Christian baggage. It goes something like this, when you become a Christian, when you accept Jesus as your Lord and Savior, you're told beforehand that it's by grace that you're saved. It's not anything you can earn or deserve, it's given to you as a gift. It's a free gift. All you have to do is accept it.

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You think to yourself, "That sounds like a great deal, I'm going to take that deal." Then once you're "in the club", the people in the Church begin to tell you what you need to be doing and not doing. They hand you a backpack or a piece of luggage, and they begin loading it up with bowling balls. 16-pound bowling balls.

Here's one that's called small group meetings, put that in your baggage. Here's another bowling ball that's called serving in the ministry, like the children's nursery ministry or something like that, so that's 16 pounds in. Here's one that's called missions work, that's another 16-pound bowling ball. Here's one that's called tithing. Here's one that's called offerings, which are above and beyond your tithing. Here's one that's called attend church every time there's a service. Here's another bowling ball, this one is, give to Christian charities. Here's one about performance, which is about how you act, "like a Christian." You don't swear, you don't smoke, you don't drink alcohol, you don't watch TV shows that Christians shouldn't watch. There's a whole lot of rules that go along with this particular bowling ball. Here's a bowling ball that says you should engage in charitable activities in your community, like visiting the sick, the shut-ins, prisoners, and so forth. Here's a Christian bowling ball that goes into your bag. This is about your political stance, you should have a certain political stance as a Christian, so we're taught.

These are some of the things that go into our Christian baggage, all these bowling balls. I've just listed 10 of them. There are plenty more that should be loaded up with when you first join the club. That's 160 pounds of bowling balls that you now need to strap on your back and carry them around with you every day. How's that working out for you? How's that feeling?

What we have just discussed is what happens when Christians who are saved by grace, and who are made righteous by the gift of righteousness, begin trying to perform under the law again. Begin trying to earn their righteousness, to earn their salvation. There's no end to the bowling balls that we could add to your baggage. But what this does, is it chokes off the real fruit of the spirit that you receive when you accept Jesus, and the holy spirit enters into you. When that happens, you're filled with grace, and you're no longer under the requirements of the law. There are no rules for you to follow. Because when you really receive and appreciate the grace that you've been given, your behavior begins to flow naturally from that. It's not a requirement, it's a supply of grace and ease that flows through you.

Yes, your behavior will change, but not through your efforts. How do you receive this grace? How do you receive this transformation? I believe it's by keeping your eyes on Jesus. What he said, what he did, why he did it. Looking him full in the face and realizing he's given you his grace, his unmerited favor, and he's transferred to you his righteousness. So that even though you may be are still doing things that are 'sins', you're still perfectly righteous just as he is. Because that's what it says in the bible.

If you've been carrying the Christian baggage around, my suggestion is, drop it, just drop it. But the spirit that raised Jesus from the dead manifest himself through you,



and you'll begin to see the fruits of that spirit in every part of your life. You won't have to work on your behavior, your behavior will work on you.

**Announcement:** Now, simple hacks that make life cheaper, easier and faster. Rays' tip of the week.

**Ray:** This week's tip of the week is, actually three tips, three steps to accelerate your business growth. If you are an entrepreneur and you're trying to grow your business, or you're a manager or an entrepreneurial manager in a business already, and you want to grow that business, there are three big steps to take that will move you along much more quickly than just trial and error. Step number one is to know your big reason why. I'm sorry to spoil this for many of you, because when I tell you who originally said this, is going to spoil it for you. For the rest of us, I should accept wisdom from wherever it comes.

But there's a saying that goes something like this. Once you have a big enough why, you can overcome any how that needs to be overcome to reach your objective. Or words to that effect. It's been accredited to many people. Many people have said a variation of it. But it was originally written by Friedrich Nietzsche. Knowing your reason why will help you push through the difficult hows that come up.

Step number two, to accelerating your business growth, define your beliefs, your values and your rules. This may be difficult to understand but it's something most people never bother to do. They never know what they believe. They never know what they value and so they never have any rules for how to be consistent with those beliefs and values. An example of this would be, I believe that business, in and of itself, is good. The values that I have around that, the things that I value in that belief are that, it's true as long as you are creating value for other people, you're offering it fairly without deception or subterfuge, and you are constantly working to improve the value you render to people. You must be clear on what your beliefs are about everything in your life, what your values are around the major sections of your life and your business, and what your rules are, to know that you're being consistent or in integrity with your beliefs and values.

Number three, the third step to accelerate your business growth, choose your peers carefully. The people you spend the most intentional time with. The people you allow to influence your behavior, opinions, thoughts, and feelings. You need to choose these people very carefully. They need to be people who are on the same path as you are. Maybe not the same business, but the same attitude toward business. The same approach to life. An optimistic, hopeful, centered approach to business and life.

If the people you're surrounding yourself with most right now are not like that, it becomes doubly important that you find a mastermind group that you can be part of, that will support you in your personal and business growth going forward. This might be a peer-based mastermind group that you form of friends that you know. Maybe you've met them at different conferences. Chances are they will all be in your same



city. Another way to do this, and this is a way for rapid acceleration, is invest in a paid mastermind group of people who are working on an advanced level of your business or the kind of business you want to be in.

Because the more advance they are, the more they can pull you up to where they are. As opposed to, just a mastermind of convenience like people who may be in your hometown but don't understand what you're trying to accomplish. Who don't share your reason why. Who don't share your beliefs, your values, or your rules. Those people are probably going to pull you down to their level. One such mastermind you might consider is our new paid mastermind. There should still be openings available when this is published. Maybe there won't be, but you can find out by going to [rayedwards.com/empire](http://rayedwards.com/empire). If there are still openings, then you'll be able to apply there. If not, you'll be able to join the wait list.

Those are your three steps to accelerate your business growth. Number one, know your big why. Number two, define your beliefs, values, and rules. Number three, choose your peers carefully.

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

**Ray Ravenscraft:** What you believe is what you receive. It's true. It sounds mystical, but it's not. It's quite logical. We are going to get right into it with my good friend, Cliff Ravenscraft, who is going to be speaking at our Permission to Prosper conference in Franklin, Tennessee July 30 through August 1, it's Monday through Wednesday. This is going to be a three-day transformational event. Cliff is going to be speaking there on the subject we're discussing today. Without further delay or elaboration, let's get right into it with Cliff Ravenscraft. Thanks for doing this man.

**Cliff:** My pleasure.

**Ray:** The purpose of this interview-- this not an interview. The purpose of this conversation is to share with people some of what you're going to be sharing at the Permission to Prosper conference at the end of July in Franklin, Tennessee. We'll specifically when I'm really interested in, is hearing more about what you said on your practice session about identity. If you're okay with that, are you okay with that?

**Cliff:** I'm okay with talking about anything you want to talk about, Ray Edwards.

**Ray:** Because let me share what happened when I listened to that. It was two hours long, and I'm going to admit, I love you. You're my best friend. I thought oh my god, two hours. I don't know if I can do it. I was riveted for two hours. I drove around because I did not want to stop driving until I finished the two hours. And it was powerful. What happened for me was I realized I thought I had a lot of stuff taken care of, like I go through these periods in my life where I think I got all my stuff dealt with. I'm as good as I can be, and then I realize well, hat that was dumb. I can always be better.



What I mean by better, is I mean closer to what God created me to be. I'm listening to you talk about some of the challenges that you had along your fitness journey, and I realized, this is one of the problems that I'm currently having because I kind of plateaued at my weight loss at about to 2:20, 225, went down to 215 back up 217 back up to 215. As I listen to you talk, I realize, I believe I'm a 225-pound man.

**Cliff:** Yes you do.

**Ray:** Not anymore.

**Cliff:** Of course not.

**Ray:** I know for a fact I'm a 175-pound man with 15% body fat, and I'm currently carrying extra fat on my body, but it's being removed by a process called exercise and eating nutritiously.

**Cliff:** I love that.

**Ray:** Because that's who I am. I don't need sugar. I've been on this ketogenic diet but I've been on and off it. When ketogenic diet, means you don't eat sugar, you don't eat carbs, You just don't eat carbs. 20 grams of carbs or less per day, and I realize that I bought in some false beliefs about the diet. A lot of people who recommended it, even people who read books about it, who sell products about it say, this is the hardest diet to follow of all diets.

**Cliff:** It's crazy.

**Ray:** I totally bought that, I told people that. I said, it's hard to diet to follow. Of course, I chose the hardest want to stick to and I realized that's a terrible belief to hold because it's the healthiest way I can eat right now for my brain health and for my physical physiological health.

I have a new belief now. My belief is this is the easiest diet to follow on the earth because it's so simple.

**Cliff:** The thing is is it-- first of all, if you've been told by somebody that you respect that this diet which they are proposing to you, they're kind of like the authority in the space that you're learning from there-

**Ray:** You're the evangelist for it.

**Cliff:** You've chosen to be their student. You have this high respect and regard for what they're about to tell you about this diet, this ketogenic diet. If that person that you hold in such high esteem and regard for what they're saying, tells you this is the most difficult diet you'll ever encounter, but it's going to be worth it, then you will believe that. If you believe that, that is actually true, it is absolutely true that that is going to be the most difficult thing. Because you've accepted that statement to be true. If you believe that that diet-- following that diet is going to be the most difficult



thing. Internally you believe that all of your thoughts, feelings, emotions and therefore all of your actions and your decisions will be in accordance to that belief.

Therefore, your thoughts and emotions are okay, it's not surprising that right here I am pondering that bag of potato chips in front of me. The fact that I'm actually tempted to eat those potato chips, this is probably one of the reasons why. Because I believe it's difficult to go through life and through a day without being tempted by those chips, and by god, I crave those chips. I want those chips. You know what? It's hard. You know what? Today I can do it. I crushed it at the gym. Let me just go ahead and eat a bag of chips. I'll work it off tomorrow and tomorrow I'll try again when I have more willpower. Or because I, either way, somebody else I respect that told me that I have more willpower in the morning, and therefore by mid-afternoon or in the evening, I have no willpower, and because I believe that, I will not exercise willpower that I don't believe that I have in the evening.

This is our life, this is what we believe, this is our life. But if you believe that ketogenic diet is an easy diet, because you've made a decision ahead of time. That you know exactly what you're going to eat, you know what hours you're going to eat, what window you're going to open up for yourself. You already have decided and--by the way, the word decision means that cision means the cutoff. Or the original Latin words side is the same as in pesticide to kill pests. When you decide, you are deciding, you are making a decision to cut off or kill any other possibility. Which you said I will not eat any more than 20 carbs per day. That's a decision that's been made.

**Cliff:** Chances are, you've accepted the belief that this is going to be easy, you already know what 20 carbs you're going to eat that day. If you made that decision, and you believe it's easy. You see that bag of chips and you say, ain't nobody got time for that.

**Ray:** I don't eat those.

**Cliff:** I don't eat those. I'm not tempted by that because it's easy for me to not be tempted by that. Therefore you go days, weeks and months without eating those carbs.

**Ray:** Yes. What's even more insidious, a lot of the people I respect have built into their eating program a cheat day. Because they all say this. They all say, "Well, you can't stick to this all the time, you know you're going to cheat. So let's schedule it."

**Cliff:** If you believe that, guess what you will do? Your schedule, you'll cheat and you'll schedule them.

**Ray:** You know what that makes you if you cheat, it makes you a cheater.

**Cliff:** It does make you a cheater. And you know what, some people re they've gotten around that because they understand the language and the impact that



language has and so they don't actually call it a cheat day, they call it a treat day. They call it the treat day.

**Ray:** Which means that what I'm meeting the rest of the time is not good. I'm waiting for the treat.

**Cliff:** Exactly.

**Ray:** What am I? Am I a dog?

**Cliff:** What we believe impacts everything.

**Ray:** Yes, I heard you talk about the last 10 pounds. The last. The real battle now is keeping it off. I was listening, I was thinking I hope to god it wasn't mean and said a stupid thing.

**Cliff:** No it wasn't you. Let me just say this, do you mind if I promote that episode, it's episode 546 of my show?

**Ray:** Oh please do. I've been promoting it to everybody.

**Cliff:** You can go to [cliffravenscroft.com](http://cliffravenscroft.com), click on podcast and look for episode 546. It's titled *what you believe about-- you are who you are will determine your outcome*. If you want, you can go to any podcast directory. If it's within 2018, 2019, probably you'll be able to get to episode 546 of the *Cliff Ravenscroft show*. It is 2 hours long, and by the way, it doesn't have to be two hours long. I can actually condense that into a 15-minute message and deliver that with power and have the same riveting effect. Thank you to the score conference from Ken Davis.

**Ray:** I have no doubt about that, but I really enjoyed hearing you walk through the thought processes. For me, it was fun for the longer version. I can't wait to hear the more powerful version. But I just want to list some things that changed for me through listening to that episode. And I'm a guy who-- I have studied Tony Robbins worked for over 20 years. I've listened to all of his material that's available multiple times. I've been to multiple Tony Robbins events. I would have said, I've got this. But just because we know something in our head, doesn't mean we've internalized it neurologically or in her heart. By the way, science is proving more and more that your heart is part of your brain, it's like your second brain.

When you say I feel something in my heart, it's not just a metaphor, it's a real thing. There are some beliefs I was carrying around, I didn't even know it, and I was shocked. Cliff as I listened to you I realized

225 pound man, I believe that I'll always be struggling with my weight, I believe that I love sugar so much I can't give it up, I believe I need a cheat day, I believe I'm not an athlete, I just-- I can make myself stronger and perhaps more flexible and maybe look like an athlete but I'm really one. I didn't realize I had all these horrible beliefs about myself, so what did I do? I changed them all. My identity is now I'm an athlete,

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I'm 175 pound man, I have 15% body fat, I love to exercise, I'm positively addicted to it, If I miss exercise, I miss it.

It's like I used to feel about missing pie. I don't eat sugar, I don't eat wheat, I don't eat grains. The diet I follow is not a diet, it's a way of living, it's the lifestyle that I've chosen to live because it's the healthiest and I love it, I enjoy it, I relish it. I don't even consider the things that I used to be tempted by, I don't even consider them because they're not my food. In fact, I have an acronym for it, NMF, not my food. If I really feel strongly about it, it's NMFF, not my freaking food.

**Cliff:** Very good, I like that one. That's incredible man, I'm so excited. I would love to just talk about something just as a side tangent about how is it that I have internalized so much of this information and delivering these thoughts in a way that has-- that I never dreamed possible before. I love-- one thing that I picked up from Tony is repetition is the mother of skill. You hear that and it's like, "Okay what does that mean?" Well a couple of years ago, I told you I have this dream of doing-- of spending the next 30 years of my life doing what Tony has done for the last 30 years of my life, something like that.

I use that language today but it was less fluent than that. But you say, "Hey, Cliff, chances are if you want to be able to pull off and do what Tony has done, you might want to consume some of his training materials or go to one of his events. I'm like, "Wow, what a great idea." I signed up immediately for my wife and I to go to unleash the power within in June of 2016, and I said, "Hey, do you think there's anything I should do to prepare," or maybe you immediately suggest that maybe you want to get one of his training resources, his audio programs to help prime your mind to receive more clearly what's coming at you, this language if you will.

I bought this 10 day program called creating lasting change, which is this human needs philosophy. As a result of that, I remember I wanted to wait and listen to it while I was in front of my computer so that I could take notes and all these other stuff. It was just not happening, I decided to convert everything to MP3s and I jump on my bike where I go riding for hours at a time and I'm listening to Tony through this 10 day program. I'm telling you, Ray, I'm missing, I know at least 96% of what he's saying, but I'm picking up 4% and it's like it's just hitting.

I only listen to it one time all the way through, but then I went to unleash the power within and that 4% that I really cognitively consumed brought in, it was enough to help prepare me to understand more clearly what he was saying from the stage during this event. Then the magic happened, I came back and I listened to *creating lasting change* again after all of that. Then I'm like, "Oh my gosh, it's like I never heard this stuff before the first time. The interesting thing is I have since June of 2016, I've listened to *Creating lasting change* the ten days' worth of audio program, about 25 times.

**Ray:** Wow.





**Cliff:** That is not an exaggeration. I will tell you, I also purchased *personal power two*, which is a 30-day program, and I have done the same thing listening to the audio of that 30-days about 15 times. I also got the audio version which is a classic audio [unintelligible 00:25:20] version of *unleash the power within*. It's only about six hours, so I've probably listened to that about 15 times. What I do is, I go to the gym between two to three hours a day every single day and I listen to these programs. I'll listen to the 10 days of creating lasting change, I'll listen to the six hours of *unleash the power within*, and I'll listen to the 30 days of *personal power two* for one to two hours a day every day at the gym.

I've done that for the last five to six months. That's why this stuff is oozing out of me and it's another quote, repetition is the mother of skill, but also I will immerse myself into the study of whatever it is that I want.

**Ray:** You've proven the value of that. I just want to give people a quick-- let me give them my view of your journey in a thumbnail sketch and then I want to jump into what I invited you to talk about. I think it's important for people to understand where you came from. You were the world's pre-eminent, and still are really, world's pre-eminent expert on how to start a successful podcast. You taught everybody who is anybody in the world of business and marketing who does a podcast, you taught them, that's the way I see it, and that's what you're known for.

You are in fact the podcast answer man and you just decided, "I'm done with that, I was created to be something more, I was created to bring people--" How do you say it?

**Cliff:** I was created-- I was put on this earth to help people change their beliefs about who they are and what they're able to achieve, to help them live the life for which they were created, to help take every area of their life to the next level, to break free.

Well, first of all, discover the limiting beliefs that they have, and then learn how to break free from them and replace them with empowering beliefs that will help them breakthrough procrastination, master their physical body, find financial margin in freedom, and enhance their personal relationships and life.

**Ray:** Yes, and the moment-- You shared that dream with many people that we both know. I heard you get resistance. I heard you get from people the advice, don't throw away the podcast thing because that's what's paying the bills, you can't throw that away. Don't do this all at once, take your time, make sure it's what you want to do. I saw you hesitate, and then one day, you set the boat on fire. There was no way to sail back home. You said this is it, this is who I am. This is what I'm doing, this is where I'm going. Everything changed for you like in an instant.

**Cliff:** It was an instant.

**Ray:** You had a fire inside you that I'd never seen before, and you've always been a passionate guy. You had people fired up in ways I've never seen people fired up by

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you, and I've always seen people excited by what you had to share. But you've set the trail ablaze now and it's all -- I think it all centers around the change in identity. You're going to be speaking at our conference in Franklin, which there will be a link to that. It's called Permission to Prosper. You're going to be one of our keynote speakers, and I want you to talk to our folks about identity and what it can mean. Can you share a little bit of what you shared on that two hour podcast. I still recommend people listen to it. I want people to get to the idea of the power of what this can do to change your life.

**Cliff:** Absolutely. I'll give you the condensed version of the fact that my weight journey. As from the time when I was a kid, I always felt like the fat kid. I was a fat person. The reality is though I look back at pictures today, I look at pictures of myself as a kid, second-grade third-grade, I was a kid that was slightly overweight. If you just look at my face, you couldn't even tell, but if you looked at my belly at the time, I had a little bit of a curve to my belly.

Now, the thing is, today I would look at me and say, that's not overweight, that's just the healthy young boy that's growing. But I was always made fun of. They had a nickname for me, that that made fun of my big huge gigantic lips because I might have big lips and a small face, and I had this little belly. I felt so subconscious in it, it carried through. Every day I was made fun of the social structure that I was in.

Then in high school, I had a friend of mine, and I never even realized the statement was said to me, I completely forgot about it until I was actually broadcasting live on Facebook, which is what episode 546. Is a recording of a Facebook broadcast I did. I remembered as I was telling this story for the first time, I had this friend of mine. He's my best friend through childhood, and he was my best friend in high school. And he says, "Dude Cliff, you done got the Dunlap disease." And I'm like, "What are you talking about?"

**Cliff:** He goes, yes, your belly it's done lapped over your belt. And I didn't realize how much weight that judgment meant to me, and how much it spoke into my insecurities about my weight.

**Ray:** Can I share with you? That was such a powerful moment in that talk for me because somebody in my life who was an authority figure. I'll just tell you, it was my dad. He didn't mean to hurt me, but he said that to me when I was about 14 or 15 years old, and I've remembered it to this day. I can remember the moment, I can remember how I felt because I had these huge emotional associations to that moment. It was a judgment from the guy who looked to, to be the guide to how to be a man. Who said, "Well, son you got to Dunlap disease, you belly dunlaped left over your belt." I heard you tell a story and I kind of teared up. I was like, oh we don't know the power of our words.

**Cliff:** Yes. Basically, I go through childhood, I go through my young adult life, and I enter my adult life with the identity, I am fat. I am a fat person. Even as a teenager, I look at pictures, I wasn't fat. I was slightly overweight. When I first got married, I



wasn't fat. I look at my wedding pictures and I'm like, that's not fat. But boy if I know in my mind, if I looked in the mirror, I was fat. I saw somebody completely different. Today if I go back to 1996, the day that I got married, I'm getting dressed, and if I had just you know my underwear on and I look in the mirror, physically if I would have had a picture of me looking into the mirror, in the mirror, I would have saw a reflection of my physical body which was a man who was just slightly-- I think I was like 24 years old or something like that. I was just slightly overweight.

Today, I would look at that photo and say, wow, I'd like to have that body. That's not so shabby. But that day on my wedding day, if I look into the in the mirror, I did not see that body. I saw fat. I saw I was fat. By the way, I eventually, because I had this identity, I had adopted this identity and never thought again about it. I always had thoughts, feelings, and emotions in accordance with that belief. As a result of those thoughts, feelings and emotions, I always took actions in my life according to my beliefs. I ate things a fat person would eat. I ate as often as a fat person would eat. I worked out as much as a fat person would work out. It's just about who I am. This is what I do. Yes, I eat a bag of chips every single time I sit down to watch a TV show. I eat two whole large bowls of popcorn, every time I go see a movie, because this is who I am, this is normal.

By the way, in adult life today in America, it's socially acceptable. Because well, what is it? 78% of Americans are obese. I'm not out of the norm like I was when I was a kid, this is who I am.

I grow up and grow out as a result of this belief, that I am a fat person. What happened was ultimately January 2009, I end up in the hospital. As a result of my actions that are in accordance with who I believed I was, it actually grew me into a physically fat person. It wasn't just in my head anymore. I actually it's whatever you focus on consistently in life-- I'm trying to find this-- whatever we focus on consistently, we will tend to manifest into our life. Whatever we focus on consistently, we will tend to manifest in our life. I focused on the fact that my identity was, I am fat. I ended up manifesting fatness into my life.

January 2009, I ended up in the hospital, I was 272 pounds. I had massive gallstones from my gallbladder that was destroyed as a result of the way that I treated my body as a fat person. I had one that was stuck in my cystic duct, and the doctors told me, "Hey, you have to have your gallbladder out. That's a nonstarter, we're definitely going to do that. But there is one stone that stuck in your cystic duct, and if you don't have it removed, it might stay there forever and it won't be a problem, but if we have your gallbladder-- when we take out your gallbladder, if that stone ever drops from your cystic duct, you will die instantly. It's a guarantee."

**Ray:** Holy crap.

**Cliff:** That's what they told me in the hospital, and they said, "By the way, the gallbladder, that's pretty much standard procedure in out, no big deal. However, to get the stone out of your cyctic duct, we have to do this endoscopy treatment or



whatever, and just want to let you know there's a 60% 40% chance you'll make it. So it's 60% you might not."

**Ray:** Oh my gosh.

**Cliff:** "And the decision is yours. Do you want the surgery?" I'm like, so you're telling me that if you take out the gallbladder and this stone drops, it's 100% guaranteed death and I have 40% chance of living through the surgery that does this?" I'll tell you, Ray, that messed with my head. And of course, I'd rather have the 40% chance to make it through this one and not have to worry about if that thing ever falls down, because it seems like I have this history of these gallstones falling through and doing some damage.

**Cliff:** Long story short, it turns out I gave them all this stuff. Told them I want to do the optional surgery to get the stone removed. They come in that night and the nurse says, "Here, I need you to sign all these permission forms." They said, "You sign these forms and you'll be all taken care of for your gallbladder to be removed tomorrow." I'm like "No, I'm supposed to have my cystic duct cleaned out from the stone." They said, "No, that's not what's on you." I said, "Will you bring the doctors back."

Basically, if I would have signed those forms, they would have removed my gallbladder without taking out the stone. Potentially I could have died as a result of this.

**Ray:** Oh, my gosh.

**Cliff:** That for me was the first time I realized something has to change. I did what a lot of people do in that. You experience enough pain in your life and all of a sudden you start changing the actions you take. I decided once I got out of the hospital and I recovered from that, I started to research how can I change my life? How can I lose weight so that I don't continue to do this damage to my body? How can I live longer? How can I take this new lease on life? I started researching diet and exercise. I started working this 10,000 step a day program.

I started to change what I was eating. I learned about the Mediterranean people of the world and with the foods that they ate and I adopted that. Because they're the longest living people in the world. As a result of the changes in my life, over 18 months, I dropped 70 pounds oh, no 60 pounds something like that.

**Ray:** Great.

**Cliff:** It was a lot of weight that I had lost.

**Ray:** Problem solved.

**Cliff:** Problem solved. I was 212 pounds, I wasn't happy with that. I wanted to get under 200 so that I wasn't completely labeled super obese. Even at 212, I was

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labeled obese on this BMI thing. I'm like men and so I'm still fat. Because if you're obese, you're fat. That was my mindset, that was my belief. I got down to 212 and the closer I got to 200, I was told by everyone that the closer you get to your goal, the harder it is to get those last few pounds off.

**Ray:** Those last few pounds man. They're the hardest.

**Cliff:** They're the hardest. I had this belief that those last 12 pounds to get under 200 were like-- and people would even use it's almost impossible. Well, I never could get behind again under 212. Every time I stepped on the scale and I had one of those scales that tell you not how much only what your weight is, but it also tells what your BMI is. Every day I'm looking to the app and it says you're obese, you're obese. It just completely aligned with one thing I never changed. I changed what I was eating, I changed my daily physical activity. But I never, in 2009, I never changed my identity. Because-

**Ray:** You were still a fat guy?

**Cliff:** I was a fat guy walking 10,000 steps a day. I was a fat guy who is eating healthy. But I was still a fat guy. When I got to a physically, a much healthier weight, in my mind, I looked in the mirror and it was no different than 272-pound man. I physically at 212 I looked in the mirror and I'm like, but look at all of that fat. Look at all of that fat. That's all I saw. All I saw was the fat, I did not see this amazing transformation. I mean, I saw it, but internally really my identity, I was still this fat guy.

**Ray:** You felt like, give me a chance, give me some temptation, I'll balloon back up.

**Cliff:** Yes. And of course, I was told that, that that's what will happen. What is it 70-- whatever the percentage of it.

**Ray:** Yes they've got statistics to back up their terrible damaging beliefs.

**Cliff:** Yes, it's 80% of everybody who believes the statement I'm about ready to tell you when they go on a diet, they're going to gain it all back and get a couple extra pounds. It's the placebo stuff, it's like, hey Ray, how about we do this? If you absolutely change your belief about who you are, and you actually change the way that you eat and make a decision that this is going to be a lifetime, and you change the way you believe about going to the gym that it's not a struggle when you go to the gym every single day. What if I told you that 99.9% of the people who do this and do it for the rest of their lives, never gain the weight back.

**Ray:** That's awesome.

**Cliff:** Because it is true. It's the ones who stay with it. It's the ones who adopt the new identity. That's exactly what this is all about. As a result of the fact that I had gone to 212 and I struggled at 212 for so long, but I had this identity. I broke this 'streak' and it's why I'm not a huge fan of training for marathons or triathlons or events that you used to motivate you. I'm not a fan of using software that actually

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focuses on what's my streak or how long have I done this? Because man, I was a streaker. I did have an identity. I was a streaker, I was a guy who has been doing this for this period of time and not one day did I miss out my 10,000 steps. Until I actually got sick and I was on a business trip, and I didn't work out, and I broke my streak. For the next three days, I could just barely get out of bed. I'm in Los Angeles California on the other side to the United States, and I just feel miserable. For whatever reason, when I did get out of bed, I started craving food, but food that's not my normal healthy food because I'm in a different environment and I have all kinds of excuses why I chose to go to the easy place.

I started eating foods that I didn't normally eat, and next thing you know, I come home in about a week and a half later, I'm healthy again. I'm over my flu. But now I've broken my streaks and I'm not working out, and I've to have had so much time off I need to get back to working around the clock again, eating the unhealthy food has become like it's a craving now, because I didn't realize, oh my gosh it was so great and I'm remembering how awesome it is, and how much I've deprived myself and all of these other things that I believed. Next thing you know, a couple months later, maybe nine months later, I'm 272 pounds again.

**Ray:** Nine months, how profound? You gave birth to the new fat guy.

**Cliff:** Yes I did.

**Ray:** I've been through that cycle myself a few times, so go on.

**Cliff:** So basically, I yo yoed up and down for a couple of years, and then November 2014 was the first identity change that I had. It came when a mutual friend of ours, Ken Davis, said, "Ciff, I've been following your journey, and I've never done this before but I felt I feel prompted by God to offer you something, and if it's offensive to you, you can tell me to bug off and I'll never bother you again. But I've been watching your fitness journey, I want to tell you about my fitness journey, and I'd like to offer to personally mentor you in health and fitness." I'm like, dude, this is an answer to prayer.

He told me. He says, "But here's the thing, I'm going to ask you to make some commitments. Number one, I want you to read my book, *fully alive*, which I did. Number two, I want you to read the book *younger next year*." Which actually educated me on why I made the decisions to do some things and it's good to encourage you to do your next commitment. I want you to read the book, *Fully alive* — I'm sorry, *younger next year*, which I did. That book, again, told me about the biology of exercise and how all this stuff works, which motivated me on a whole different way and a whole different level.

But the other commitments that it suggested is that you work out six days a week, every week, for the rest of your life.

**Ray:** What?



**Cliff:** Yes. It was six days a week. It wasn't this three to five, it was six and it's every week. But what really drew me in was this whole idea of, for the rest of my life.

**Ray:** But but but but but but what if I get sick? But what if I don't feel well? But what if I am too old? What if but but but.

**Cliff:** The thing is is the crazy thing is those thoughts never came through my mind instantly, it's just like I like that. Because I'm an obsessive-compulsive kind of guy. And this is just the kind of obsession that I would like to jump into.

**Ray:** One of the things I love about you is you are. You tend to be obsessive. I wouldn't label you obsessive compulsive, but you have that tendency to go in that direction and you use it.

Instead of using it as an excuse to say well, this is why I smoke, this is why I eat nothing but cake all the time, you focus that lens and say, I'm going to make this change and I'm going to become obsessed with this. I think you think of it as commitment, other people think of it as an obsession because that makes them more comfortable of the fact that they are not doing it.

**Cliff:** I love this idea, and of course, Ken is like, "Listen, and by this, it's not like you're never going to miss a day, but it's your overall view of life is this is who you are." We didn't talk about identity back then, but I look back at the lens in hindsight and I realize is like, listen, this doesn't mean you're going to have a perfect track record or shriek of every—When you're 90 years old you're going to say, yes I never missed my six days a week in my entire life from the time November 2014, I'm 90 years old, I've never missed a six day a week work out week.

He helped me. He's like, "But, that's never going to be your norm. Your commitment is this is what you're about."

**Ray:** You fall back is never going to be, "Oh, now I'm back to my real self which I don't workout except once a month." Your fallback position, your default is I work out every day six days a week for the rest of my life.

**Cliff:** Yes. And I adopt and I very literally without the language looking back I clearly see I adopted that as my new identity.

**Ray:** Yes, I saw it happen.

**Cliff:** We were in a mastermind, you and I were in a mastermind ground together and I shared this with my group and one person said, "Cliff, I don't know about this, I'm really concerned for you, I admire your commitment and stuff like this, but I think you might be setting yourself up for a failure, and I think it'd be better if you did three to five days a week, that way, if you actually end up doing six, it's better." I'm like, "No, you don't understand, it's either six days a week or none." Because I had decided, I had made the decision, and I said this is what I'm going to do. I adopted



this identity. By the way, I have, since November 2014, worked out six days a week every week since then.

With the exception of maybe, I can probably count on one hand, because I do have five fingers here, it's probably been five different weeks where I didn't actually do the six days that week, and I think I've had two different times when I had a sinus infection that turned into up respiratory and the doctor said, "Hey Cliff, please lay off. Let the steroid injection and these antibiotics work through your body and then go back at it in about three or four days." I took his advice, followed that and then went back. There has been probably one or two times where a business trip and all the travel that I have done and there is like I went on two or three hours of sleep and I said, "You know what, I'm okay with five days this week. I'm fine with that, it's not my identity. I'm not in integrity with who I am. I am actually by choosing to work out only five days this week, that is not consistent with my identity but I'm okay with that today. I'm going-- but that doesn't change who I am, it just means that I'm not acting in accordance with who I am.'

**Ray:** This is a really important point because it works both ways, when you had lost all the weight previously but were still, had an identity inside of you were a fat guy. It didn't matter how you behaved, you knew internally, "Well, I'm still a fat guy." Ultimately you went back to that default position. Now, you've got a different identity, you're an athlete, you work out six days a week for the rest of your life. Even though you may at times be out of integrity because you missed a day it doesn't change your identity, you default back to six days a week for the rest of your life.

**Cliff:** That's exactly right. I rubber band or default back into my default. My default is I work out six days a week. By the way, my default, my identity today is actually a little bit more obsessive than it was before. I'm not changing the language, my commitment publicly is I work out six days a week every week for the rest of my life and that's a minimum of 45 minutes per day. That's just because if I need to, but I, gosh, Ray, I can't imagine a 45 minute workout. That is a painful thought to me, that I would only have the opportunity to work out 45 minutes.

**Ray:** Because you're just getting warmed up?

**Cliff:** That's exactly it. Today my identity is I'm a person who works out seven days a week and I work out a minimum of two hours a day. That's my identity today, and nothing, nothing interferes with that. Now, again, can I be inconsistent with that identity? Yes, but I'm always going to rubber band back, I'm always going to be-- I'm going to default back to my seven days a week, two hours a day minimum because that's what I love, it's what I want from my life, it's my dream.

**Ray:** What have been the results of this change in identity?

**Cliff:** This November 2014 I start working out, six days a week, I did not initially change a lot about my eating habits. I figured let me get this routine started. Then as a result of this, like, "Well, if I'm going to work out six days a week and I'm still-- even





though I've not changed my food a whole lot, the working out and the fact that I had so much weight, I lost some weight. I figured, "Okay, now I've got all these stuff that I learned about eating healthy in the past-- If I'm going to do all these, why am I putting all these toxic junk in my body? Let me go ahead and change that as well."

As a result of that, I said, "Okay, I'm going to start eating healthier and I'm going to eat the proper amount of food for my body. As a result of that I got all the way back down to 212.

**Ray:** 212.

**Cliff:** 212, and it's like me and 212 we had this relationship, it wasn't a good one, but me and 212 we had a relationship. Here I was again, lost 60 pounds also and I'm like, okay, now is the hard part, now is the difficult trial losing the next 12 pounds. I found that I struggled with it because I believed, my belief system about those last 12 pounds to get under 200 had not changed. Then I'm like okay, well what can I do? Is there anything else I could do?

Then all of a sudden I was like, hey I've heard about this sugar stuff I wonder if the sugar stuff could actually help me change. I had a belief about sugar and insulin and I'm like, you know what, I'm going to do, and there's a lot longer story in this. There was a period of time in 2017 when I gave up sugar for 100 days. Actually, I gave up, I said no sugar, no artificial sweetener, no deep fried foods, no bread, no pasta, for 100 days, and I adopted that identity for 100 days. I'm a man who will do this for 100 days, not a lifetime. It's important to understand, it was a temporary identity. It's kind of like I was hired as an actor to play a character for 100 days.

**Ray:** You decided to temporarily be this guy.

**Cliff:** Exactly, temporarily I adopted the identity of this guy and as a result of that, guess what? I dropped under 212, and I actually even got all the way under 200. This was awesome, and as a result of that decision and that identity change, I'm like wow this is incredible, but then 100 days was up. I thought to myself I'll never go back to eating the sugar. Why would I? The bread pasta I'll probably eat some of that stuff but the sugar why would I ever go back.

Well, the thing is is that my 100 day commitment and my decision all of that was up and I was confronted with an opportunity to celebrate or whatever the case may be and I ate sugar and I'm like oh man that taste good.

**Ray:** So good. [crosstalk] is so good.

**Cliff:** Yes, and I'm not kidding you, Ray, I think it was probably within four to six weeks. I was at the place where I am literally eating a pint of ice cream while watching television at night three to four nights out of the week. A pint of ice cream. We're talking like 11 to 1800 calories worth of ice cream.

**Ray:** I'm familiar with what that will do to you.

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**Cliff:** Yes, and the thing is is though, get this I'm not going all the way back to 272 because that part of me is gone. I am not fat Cliff. I am but my identity was I am a man who works out six days a week. If I'm going to eat this pint of ice cream I'm just going to go to the gym and I'm going to work off most of those calories. I know and of course, I have learned that calories don't count it within a 24 hour period of time. I know that they're evened out. I know that I could stretch so I can make it work, but the reality is that I found myself slipping here slipping there. The next thing you know I'm 210 212 and I got all the way up to 232 and for some reason 232 I'm like no, this can't happen.

I'm like okay, I'm going to do this, but it didn't change my second identity change, my second identity that I adopted was in, well, it started December of 2017, when I said you know what? I gave up sugar for 100 days. Here's my new thing. I will only eat sugar every now and then, which means that I will never have a sugary snack more than once a week and never two weeks in a row. I went all through December without eating it and then on December 24th Christmas Eve, during the afternoon, there is this celebration with family and there's pumpkin pie and I eat two slices of pumpkin, two large.

Listen, I ate a half of a pumpkin pie with tons of whip cream, and there was this big huge yellow cake with this Karmo icing. I ate two very large pieces, but I can tell you this, I know for a fact I'm not eating anything else for the next week because this is my one time per week and I can't have it one time next week so I'm okay with this. Until about an hour and 35 minutes later where I feel like I'm about to die, like I have-- it's like it is been a long time since I felt this sick to my stomach.

My insulin levels I was diagnosed a long time ago with hypoglycemia, so my blood sugar levels are like dangerously low. I have an option here to get my blood sugar levels up. I either eat more sugar or eat some foods that will slowly raise it or I just lay down and go take a nap. I said look let's go home I'm tired. We go home, it's Christmas Eve, Christmas Eve, and I go to bed at 6:00 PM and I don't wake up until the next morning.

I will tell you that I'm like okay, I don't like this and it wasn't until about three weeks later that I'm actually recording an episode of the Cliff Ravens Croft Show, where I'm actually teaching what I just learned about the word decision. We know the root word of side and to kill and you're killing us. As I'm explaining and teaching this new principal about the power of the word decision I said okay, let me tell you the about the decision I made November 14, 2014. I'm going to make another decision here today and I can't believe I'm about ready to say this, but I will tell you right here right today, I am deciding I am killing any other option other than this. I will never eat a sugary snack again in my life ever, ever. I'm like did I just say that, and yes, that is a decision. That means no birthday cake, no Kit Kat, no ice cream, no cookies, not no cupcakes, this is nothing. No sugary dessert treat snack anything that's just mostly sugar, never again ever, not once, not every now and then, not once a year, not once every 10 years.



**Ray:** Not just one bite now just because we're celebrating.

**Cliff:** It will never-- those things will never cross my lips again in my life. I made that, I was 232 pounds when I said that.

**Ray:** What was the day?

**Cliff:** It was in January of 2000. Matter of fact I can actually tell you because if I go to cliffradenscroft.com it's the draw the line in the sand episode, it's called the side and take action episode 532. That day was January 26, 2018, I weighed 232 pounds that day, and since it's like I stopped eating sugar and boom I don't know how long it took but I'm like I can see the My Fitness Pal graph I'm like straight down and I hit under 200. Then as soon as I hit under 200 I texted a friend of mine and I said Dude I finally did it, I'm under 200, this is so awesome.

This friend of mine says ah now the hard part starts, that was the easy part, the really difficult part is maintaining. I'm like, and of course this is somebody that I respect, and I'm like, seriously. Now, I've adopted this belief because this person has told me right, this person would never tell me a lie. I adopt the belief that this is going to be the most difficult thing to maintain this under 200 and I'm like okay. I find myself like 198, 195, 201, 198, 199 to 195, 200, 201, 202 and I'm like hovering over here all like left and right.

**Ray:** You're struggling, this is hard.

**Cliff:** I'm struggling, and it is a daily grind to maintain this weight. What happened was finally I hit this 198 and I said enough is enough. I'm sick and tired of being a guy, I will never be over 200 pounds again. I go on to Instagram or Facebook Live, I think it was a Facebook Live, and I tell everybody who would listen to me. Guys I currently am under 200 pounds and I'm making this commitment telling the world today, I Cliff Ravens Croft work out six days a week every week for the rest of my life. I will never eat sugar again in my life and I am under 200 pounds, and I will never in my lifetime ever be 200 pounds again. Ray, I don't remember what day that was but that was several months ago, but I will tell you, I've not yet been over 200 pounds and will never again. However, let me tell you what happened was and this is this power of the story that I was sharing, it just occurred to me, I was 198 probably when I said that and I went down to 195. Then I was always 196, 197, 198, 199.5 and then I hit 200.00. Not 200.01 but 200.00, because my commitment was I will never be over 200, I might be 200 but I will never be over.

The thing is you're acting in accordance with your belief about who you are. My identity is I am a guy who will never be above 200, so at 195 I'm looking and I was like, "You know what, I could probably eat those chips over there, it's not a big deal, yes I normally would never eat over my calorie budget for the day but it's not a big deal, let's go ahead and have lunch." The family ordered the cheese fries with bacon and cheese on it that sounds really good right now, I can go ahead and eat those.



You know what, yes I know I'm 195, I'll probably wake up at 196.5 tomorrow as a result of everything I'm eating today, not a big deal because at least I'm under 200.

Now, I don't consciously think those things, but subconsciously that is happening, taking actions in accordance with your beliefs about who you are. I go to 200 I'm like, "Okay." Soon as I hit 200, it's like, "Okay, now I know exactly what to do to drop my under 200." I did this and I hit 200 either it was the second time after publicly stating I will never be over-- I think it was the second time. The second time I hit 200 when I actually said I will never be above 200. I said, "Enough is enough." I realized what the problem is.

I've been telling people that I will never be above 200 again and that's my identity, so you know what, forget that. My goal is 180, but that's not my standard, I keep telling myself that I want to be 180 but my must is I must never be above 200. I said this a couple of weeks ago, I said, I am changing my identity, this time I'm actually changing it in advance. I'm not currently there but here is what I will tell you, effective immediately I am a 180 pound man who will never again be above 180, that is my commitment. However I'm currently 198 pounds, which means that I'm inconsistent with what I believe about who I am and I must think and feel and believe things in accordance with somebody who actually lives out daily as their default. Someone who is actually 180 pounds or less.

**Ray:** What's the most powerful force in human psychology?

**Cliff:** The most powerful force in human psychology is to remain consistent with who we believe we are, with what our identity is.

**Ray:** It's not who you wish you were.

**Cliff:** It's who you believe you are.

**Ray:** You truly believe you were this person?

**Cliff:** Yes. Then of course I'm like-- here is the thing, somebody who's 198 pounds and is currently under saying, "I'll never be above 200," but hovers there has a goal of 180, the reason why they hover and they never make 180 is because they believe it's the most difficult pounds to lose are the last ones closest to your goal. By the way, that is so baloney, losing weight is so simple, it is so simple. I go to the gym, I burn a lot of extra calories. For me, I can go to the gym and do three hour on the steer master. I can get on my bike and ride 110 miles in nine and a half hours.

I can burn a pound, 3500 calories, I can burn that in one day if I want to.

**Ray:** How can you take that torturous horrible terrible experience of exercising for two to three hours?

**Cliff:** Because I love it.



**Ray:** Oh, it's not terrible and torturous?

**Cliff:** It's not terrible and torturous, it is a gift that I have been granted, an opportunity. It is something that I go every day and when I'm actually on my bike riding, face hitting the wind, experiencing the lash green and warm weather and the sunshine and vitamin D coming in. I actually I'm inspired, I've got dopamine, I've got adrenaline, I've got endorphins kicking and I'm also taking in just these thoughts. I feel like it's a daily download from God. God speaks to me when I'm on the bike, God speaks to me when I'm at the gym, God speaks to me when I'm sweating profusely.

It's like this is my daily-- this is my time where I go to get what I need to be who I've been created to be for the rest of the day.

**Ray:** Yes.

**Cliff:** Anyway, I adopted this identity of saying, "You know what, I am 180 pound man and I refuse to believe that it's hard to lose these pounds." As a result of that I'm like, "Okay, what do I know? I know a lot about calorie burning, I know about the types of calories I'm consuming, I'm learning about this ketogenic stuff, which I'm not full on ketogenic, it's just not been my desire at this point, but I do, I have learned about intermittent fasting, and I'm like let me put a little combination a little twist on this and next thing you know I make a declaration, I'm no longer a guy who will be under 200 pounds for the rest of his life. I'm a guy who will never be above 180. Dude, I dropped like nine pounds in one week.

**Ray:** I know, I saw it happen.

**Cliff:** It was simple.

**Ray:** It was amazing. There's a couple of things first, I want to talk about your conference. Tell us a little bit about your conference what it is or what it's all about?

**Cliff:** My conference is the free the dream conference, and it is for people who have woken up to the dream that has unfortunately laid dormant so long in their life. They didn't even know that this dream was there. The example is I went through life doing the most responsible thing, I got sucked into the family business as an insurance agent when really that wasn't my dream. My dream and my mission was I want to do ministry full time.

They said well you can do that if you ever have the opportunity just come here temporarily work for us, right. Next thing you know I get sucked into this 12 years of doing this work. Then I actually got lulled into believing that hey this is an opportunity to do my ministry in the world through selling insurance. I'm serving people, I'm helping people and I'm really successful at it and financially I'm prospering like crazy.

This must be the path that God has me on, and I got walled into the sense of, yes my life is pretty fulfilling, until I started a podcast. Where I could get behind a

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microphone and talk and share my experiences in life and talk about the things that I'm thinking and feeling and then seeing the radical profound and positive impact in people's lives and oh my gosh, all of a sudden I was awoken to this dream of what would life be like if I could do this.

If I could entertain, educate, encourage, and inspire others with my voice, and by being an influence in their life. What if I could do this for a living instead of this insurance work? Soon as that dream came alive I say I didn't tell anybody at first, I felt like it was irresponsible, I felt like it was selfish. I'm like man there's no way, that's not possible, nobody does that, anyway. I didn't want to talk about it but then it wouldn't go away.

Every single day my day job as a successful career insurance agent, that became more and more of a distraction to me. It's like I became more and more discontent with my day job. It's just like okay, there's something not aligning here and eventually I got to the place where I gave up podcasting because I felt like it was a distraction from what God ultimately wanted for me. I had never been more depressed in my life than the week that I did not podcast.

**Ray:** The week?

**Cliff:** Yes, the week that I did not podcast, because I was actually podcasting on a daily basis at the time. I went a week without podcasting, and right, here's what happened. I got up in the morning, like 10 minutes before I had to be at work. I'd show up five minutes late and physically, I was at the office, but I was not there mentally, I was not there emotionally. In fact, all I thought about all day long is how many hours are left in this day before I can go home and go to bed.

**Ray:** That's a terrible place to be.

**Cliff:** Yes, it wasn't like how long before I can go home and be with my family and have dinner with them, no, how many hours are left in this day before I can go home and put my head on the pillow and get out of this misery?

**Ray:** Wow.

**Cliff:** I did that every single day for a week, and then finally I'm like, okay, now I have to podcast. I feel like this is really what God wants me to do. I feel like this is what I'm created to do, and if I have to do it, you know, 40 hours a week on top of my 40 hour a day job, then that's what I'll have to do. This, I can't not do this, and that's what I tried to do, and I did. I was going 40 hours a week of hobby, and 40 hours a week as an insurance agent, until finally the hobby was starting to pay a significant amount of income. I started to publicly talk about the dream.

What would life look like if I could do this instead? Then people are like, Cliff, wake up, dude, you can do this. They would offer to give me you know, 30 minute calls and coach me and mentor me and encourage me, I'd come home and tell Stephanie, all those things. Finally, one day, I had this terrible workweek and one

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day, it was just the straw that broke the camel's back and Stephanie's like okay, that's it, you're quitting tomorrow. We both know that this is what God is calling us to do and we know this is what God wants for you, and if I have to go out and get a job, which she's a stay at home mom of three kids at this point, if I have to go out and get a job, I'll do it.

If we have to sell our house and rent somewhere in a lower income place for a while, that's what we'll do. We both know that this is what you're meant to do with your life. The next day I went in and gave my 90 day notice, basically, and I suffered financially for the first year of my full time self-employment, but I did not suffer in any other way. It was the greatest joy, it was the greatest passion. It was great and, well I'm sorry, I suffered financially and I suffered physically. I did suffer two different ways, financially and physically, but it was because of what I didn't know back then, and it was because of what I believed back then.

Long story short, I ended up after about a year and a half of suffering physically and financially, I started to awaken to some new beliefs. I've had new role models in my life. I started learning and applying new things, and today I have, Ray, in every single aspect I am living my dream life, in every area of life. I have the dream marriage. I have the dream children and the relationship with my kids. I have the drink physical health and fitness. I have the dream car, the dream house, the dream life the dream schedule. I am living my dream. The Free the Dream Conference for me is I want to take people who are Cliff, who are on their journey of where I was from 2007 to 2010.

I want to take the people who are just now awakening, they've just begun to say I wonder what life would be like if, fill in the blank. I want to take that person. I want to take the person who has already woken into the dream and they're in the transition and they're freaking out right now. They can't sleep at night because they're afraid what have I done, I just put my notice in, oh my gosh. I have no clue how to do what I'm about ready to do. I want to help those people.

Then the people who are six months or even a year into the building they're full time self-employed, but they're struggling, they're working around the clock nonstop and they can't seem to break through to that next financial level. I know things. I've learned things. It's like we can shift your beliefs about who you are and what you're able to achieve, you don't have to work that hard. You don't have to work around the clock, nonstop, to feel worthy of the money that you're making.

There's so much and that's what I want free the dream to do. I want to help people change their beliefs about who they are, about what they're able to achieve. I want to help people pursue that dream that life for which they were created. I want to help them discover their limiting beliefs. I want to help them break free from them. I want to help them master their physical body, enhance their personal relationships, have more margin, in their day-to-day life and in their finances. All of that stuff free the dream.live.



**Ray:** When is it? Where is it? How do people get the tickets?

**Cliff:** September 7th, 8th, and 9th this year 2018 in Franklin Tennessee. Your audience will know because they've come to copywriting or know it's permission to prosper for this year, right?

**Ray:** This year, yes.

**Cliff:** permission to prosper they're going to come to your conference. It's going to be in the same place at the same location same but just it's the same back location different back time September 7th, 8th, and 9th 2018, free the dream.live is where you can go to register.

**Ray:** I have the privilege-- can I reveal this, is this a secret?

**Cliff:** Yes, no, you can tell the world.

**Ray:** I have the privilege of speaking at your conference and I'm so excited. I'm excited to speak but I'm more excited to be there in that atmosphere, to immerse myself in this atmosphere of possibility, of dreaming, of eradicating limiting bliss, we all have them. No matter how much you've accomplished, no matter how far you've come, I mean, if you listen to Tony Robbins at all he still talks about like in the last six months I had this realization, I needed to change his belief. You're never at a point where you're not continuously practicing mastery. That's what I'm excited about being there for, and I want to encourage you to go to both conferences, to Cliff's and to mine, because there's so many facets of life that can be shifted and changed by your beliefs by and-- especially if you're a spiritual person. I'll tell you more about a mission to prosper just a few moments, but I made some notes, I don't know if you saw us writing the whole time you were talking.

**Cliff:** Yes.

**Ray:** I made some notes about some things I want to revisit about what you said. First of all, we talked about beliefs versus wishes, believing that you are a 175-pound person is different than wishing you were a 175-pound person. What I discovered was, I had lost 50 pounds of the 75 that was my goal to lose. I plateaued and I came to believe I'm a 225-pound man. I hovered at that weight until I shifted my belief about who I really am, even though I carry the extra weight right now. I know I'm a 175-pound man. My weight, guess what has happened? My weight has began to drop.

**Cliff:** Oh yes.

**Ray:** When I decided I don't eat sugar, I just don't. That it will never pass my lips again for the rest of my life. I will not eat refined sugar, sugary foods, sweet snacks, the things that I used to love, I don't eat them anymore. Guess what happened? My weight began to drop, my blood sugar levels began to drop. I began to introduce nutritional ketosis. If we can talk about that on a different podcast, but these beliefs

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you have about who you are, it's who you truly believe you are, that's who you will manifest in reality.

If you're not getting where you want to be, it's because you want to be there, you don't believe you are there. Somebody said something about that, he said, "When you pray, believe that you already have what you ask for and it will be yours."

**Cliff:** Yes.

**Ray:** Ancient wisdom that proves true. We talked about what you focused on you tend to manifest, that's what you said. I say to people focus equals faith. And what you believe in you'll see come true. I have shifted from, I used to focus on depression, because I struggled with depression for a long time, and I focus on not being depressed. I focus on not having depressive thoughts, I focus on avoiding depressing movies, I focus on avoiding depressive thinking or environments. Guess what I got more of? Depression.

**Cliff:** Depression.

**Ray:** Because I was focused on depression. Now, I focus on what makes me happy, what gives me joy, what gives me fulfillment, what makes me laugh, what makes me smile. I don't focus on the thing I don't want. I used to focus on sickness because I have been told I have this diagnosis of Parkinson's disease. I used to focus on how is Parkinson's affecting me today. What I'm going to do about it. What's my long-term prognosis? Now, I don't focus on that. I focus on health, I focus on wellness, I focus on vitality, I focus on recovery.

I used to say I'm battling Parkinson's disease. Now I say I'm recovering from Parkinson's disease.

There's a thing that physicians do that-- I heard Tony Robbins talk about this one time. I talk about this Aboriginal tribe who talk about putting a curse on somebody and they called it pointing the bone. There's been this bone whoever the bone pointed at was going to die, and almost without fail within a few months that person did die. Because the bone had been pointed at them, not because of anything externally that happened, but internally, they believe they're going to die. They believe it so much they died and that happens today, only we call it medicine. When I was diagnosed with Parkinson's disease, my first neurologist told me in 2011, she said you within five years are going to be-- You're going to require help in everyday activities, getting dressed, eating. You may be on a wheelchair. That was seven years ago. I'm not on a wheelchair.

I do need a little help every now and then, but I'm nowhere near the place where she said I would be, because I stopped believing the curse she put on me, by telling me-- and if you believe the curse, I see people who get this diagnosis and they believe the curse and so they start looking for evidence to support it, and all their beliefs, their emotions, their activities, their actions all line up, to help them achieve what they believe is going to happen, which is they're going to get worse. They're going to

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be helpless. They're going to get sicker and sicker, and it works with weight loss, it works with health, it works with finances, it works with relationships, it works with fulfillment in your work.

It's so important that we focus on what we want and not on what we don't want. That's one of the key things that you've done, by changing your identity through this. You're not focused on not being fat Cliff, you focus on the fact that you're 175-pound man.

**Cliff:** Yes, absolutely. I want to say the one thing that you said at the beginning is, we're always growing. We're always learning. I said just a moment ago that, I'm living my dream life and I am. In every way I am living my dream life, but by no means am I done growing.

**Ray:** Yes.

**Cliff:** Because I can tell you right now. I have achieved all the dreams that I had. Actually, my life is wilder than my wildest dreams 10 years ago. Oh my gosh. But I still have dreams today. I'm still pursuing things. I'm still learning. I'm still growing. I'm still going to the gym and consuming countless hours of new content, which by the way I did not listen to Tony Robbins today. I listened to an hour of Donald Miller reading me his book called Building a StoryBrand.

**Ray:** Great book.

**Cliff:** I'm learning new things. It's like gosh, Ray and Mike Kim, have been talking about StoryBrand and Donald Miller for at least a year and a half two years now. I have been talking to people about this I should probably go and read this book. Now, I'm consuming it. I'm growing, I'm learning, I'm improving and the more I soak that stuff in, the more I'm able to help people, and the more I'm able to help people, the more I'm able to achieve my dreams, because we achieve success in life by helping other people achieve success in life.

**Ray:** Yes, and some people are skeptical about that, they say, that can't be true for everybody. Well, if you believe that, you're right because it won't be true for you at the very least. There's something you said earlier that I want to highlight, because this is been very meaningful to me. You said something about, well, it was the placebo effect. I think is what you're talking about your gallbladder issue. Not too long ago, I went to my neurologist and I said, "Hey, I've done the following things, and my symptoms have improved, so I wanted to take less Parkinson's medicine. Is that, okay?" He said, "Yes, it's okay, but just understand this is just the placebo effect?"

**Cliff:** [laughs]

**Ray:** This is just the placebo effect. I had the presence of mind to say, we have a good relationship. We have a little back and forth. I said, "Doc, don't tell me it's just a placebo effect. What you're telling me is, what I believe in my mind, changed my

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physical body and relieved symptoms of a disease you can't help me with." That's not just the placebo effect. That's a freaking miracle. That our mind has that much power. There are cases of people with a personality disorder, multiple personalities, who their mind is so powerful, it actually changes their eye color when they believe they're different identity.

It's proven, it's documented, it changes their eye color. There is no such a thing as just the placebo effect. If you believe it and it comes true, it's a miracle. Let's call it what it is. It's the power that God has placed within you. Whether you believe in him or not, he believes in you. I was struggling up until recently with the fact I'm going to Hawaii in about a week. I'll be there for a week, researching some places we're going to have a big retreat for my mastermind group in January of next year. I was struggling with that fear-

**Cliff:** I love the idea that you're struggling with the fact that you're going to Hawaii. What's wrong with that Ray? [laughs]

**Ray:** There's two things that were wrong with it. First of all starting with, I don't know if I'll be able to physically hold up. Because I get tired, I have this diagnosis. That's when I realized I'm focusing on the wrong thing. I want to focus on the fun, the joy, the experiences that-- Now, I'm fired up by that part of it. The other part, this is the part that was really bugging me. I'm going to be tempted to eat so much sugar which is going to be so much. So many sweets, so many-

Once I adapt with the identity that I'm not a guy who eats sugar, that fear just dropped away. It's no problem, because like, I hate grapefruit. I will never be tempted to eat grapefruit. Never. It never crosses my mind, because I'm not a grapefruit eater. I'm never worried about being tempted to rob a bank, because I'm not a bank robber. I've never tempted eat sugar, because I don't eat sugar. I'm not a sugar eater.

**Cliff:** I would love to add something if I may. Because for me, I'm not even tempted in the list. I'm not tempted because I don't eat sugar for the rest of my life. That's not for me why I'm not tempted. I'm tempted because I've changed my belief about what sugar is.

**Ray:** Yes, me too. Because I believe it is poison.

**Cliff:** Yes. It is poison, it's toxic, and by the way, I will tell you, I still will tell you. I will give you the fact that it tastes amazing. It does. I'm not going to lie to myself. I know that it tastes amazing. I know that when I eat it, it actually produces a pleasurable response in my body.

**Ray:** Cocaine makes you feel amazing.

**Cliff:** Yes, I don't lie about any of that stuff, but what I focus on is what I feel. When I see the tree, I do not focus on how good I remember it tasting, I do not focus on the pleasurable response, when I look at any sugary snack, a KitKat bar at the checkout

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counter, anywhere, any snack, any sugary treat, I always focus on December 24th and the fact that I have missed out with my family, and how lethargic I was, and how it usurped and sucked out the life out of my body.

**Ray:** How sick, you felt.

**Cliff:** How sick I felt, and not to mention the fact that it put on so much visceral fat on to my body, that it was actually killing and choking my physical body, and so much so that it produced a response that put me in the hospital, and almost killed me, and took me away from my family, and the ability to serve this world the way that I've been called to serve. I think about all of those things when I think about sugar. When I think about sugar, I've changed my belief about what sugar is, and what sugar means to me.

**Ray:** Yes, yes. I want to thank you for reminding me of what I needed to remember, and helping me change my identity and beliefs about who I am, especially about things that we've talked about on this-- But it applies to so much more than just diet and food, and whether you are fat or not, it applies to finances, to your family relationships, to your marital relationship, it applies to every part of your life, and Cliff is going to share on this things at his conference, which you need to buy a ticket to and go to it, and the address for that again is?

**Cliff:** [freethedream.live](http://freethedream.live)

**Ray:** And he is also going to be sharing at my conference permission to prosper, which is July 30 through August 1 in Franklin, Tennessee, and you can find out more about that at [permissiontoprosper.com](http://permissiontoprosper.com), and this is where we teach you to break free of the lies you've been sold, especially, if you are a Christian. I'm afraid you've been sold a pack of lies by the church, by pastors, well-meaning people who don't understand the true nature of money, wealth, and possessions, and what it means to be prosperous in the kingdom. I'm not talking about Jesus loves me so I have a Rolex. You might have a Rolex, that may be part of it. Here is the thing about prosperity, if you are worried about me teaching the prosperity gospel, that if you are Christian you make lots of money, it's even worse than that.

I'm teaching that you should prosper in every area of your life, in your fitness, in your faith, in your family, in your finances, in your fun, in your fulfillment, in your friends, every area of your life should glisten with hope, in every area no matter what your external circumstances are, you should be prospering in every part of your life. It's not just about money, it's far more wide-reaching than that, if money and prosperity worries you, think about having prosperous businesses, prosperous life, prosperous health, prosperous family, prosperous spirit, it all starts with a prosperous soul, and that's what we're focused on. Cliff will be speaking there along with some other friends of mine. I'll be talking more about that, that's at [permissiontoprosper.com](http://permissiontoprosper.com). Cliff, I so appreciate you sharing, what you shared on this podcast, and I want to point people back to your two-hour episode again, one more time, let's address for that.

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**Cliff:** It's the episode title, what you believe about who you are will determine your outcome. Here is the easiest way. I used to be known as the podcast answer man. Let me give you an easy url. [mindsetanswerman.com/546](http://mindsetanswerman.com/546).

**Ray:** Love it.

**Cliff:** [mindsetanswerman.com/546](http://mindsetanswerman.com/546) will directly to that episode.

**Ray:** Love it, we'll have links to all the things we've mentioned in this show and thank you again, Cliff. You're such a blessing to me and to others. I appreciate the way you show up in the world and what you do for people. Thank you.

**Cliff:** Thank you Ray, and I can say everything in response to you mirrored, I love you, I praise God and thank Him every day for the friend that you are in my life.

**Ray:** Amen.[music]

**Ray:** This week's quote worth note is from Tony Robbins. The most powerful force in human psychology is our need to remain consistent with our identity. If you found this podcast helpful, useful, encouraging in any way, then you could do us a big favor by subscribing in your podcast app of choice and by writing us a rating and review and posting those in that podcast app, especially in the Apple Podcast directory. The more of those ratings and reviews we receive, the higher we show up in search results and that gets us exposure and introduction to people who need to hear this message.

If you'd like to help us by spreading the message, that's how you do it. Subscribe, rank, rate, review, and download the episodes and listen to them. Not only will it help us, I think it will help you. Until the next time we meet, I pray that God blesses you, that he makes His face shine upon you, and he gives you more than you can ask or even possibly imagine. I wish you the blessings of prosperity, long life, and peace to your house.

[music]

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

**[01:32:05] [END OF AUDIO]**

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