



Ray Edwards Show, Episode 341

How To Beat Parkinson's (Or Anything)

Ray Edwards: Ray Edwards Show, Episode 341: How to beat Parkinson's or Anything Else. Have you experienced a tragic loss in your life, a devastating blow? Is that your problem buddy? You had a tough break? Have you had a setback, even a minor inconvenience? Well, I've got news for you, you can beat all those things big or small it doesn't matter what comes your way. When I say you can beat it, I mean you can overcome it. You can actually take its sword away from it and use its own sword to beat it to a bloody pulp.

Sean Edwards: If it's a sword, are you beating it to a bloody pulp?

Ray: Yes, because it's more brutal that way, you use the side of the sword. Everyone watches *Vikings*.

Sean: That's brutal.

Ray: Yes.

Sean: Because you're rooting for these horrible people [laughs].

Ray: Yes I know. It's like the cling-ons, yes.

Sean: Yes. Vahala. Wait, they're murdering, and raping, and pillage Christians. Me, English Christians like- [laughs].

Ray: By Aden Draven. Anyway, back to this topic of beating stuff.

Sean: With the side of your sword.

Ray: Yes, when I was diagnosed with Parkinson's in 2011, it seemed like a devastating blow to me at first, and it seemed like a tragic loss. I thought about all the things I'd lost, I was going to lose, but I didn't overcome that. I still have moments every now and then, we all do, but overall I would say I've overcome that. Today I want to share with you how you can beat Parkinson's or any other problem you will be facing. It doesn't have to be a health problem. Maybe you say, "I don't have a health problem, I'm perfectly healthy." Well, stick around for a while, stick around for a few decades.

Sean: I just feel like if you're physically active you're going to be healthier than someone who isn't, but you're also going to have a constant strain or something that's bothering you.

Ray: If you're growing at all, you're pushing against resistance which causes discomfort.



Sean: I've had a back problem now for a little over a year. I think I'm starting to get over it, but even before that when I was going to the gym, I remember mom, like a couple years ago, she was lamenting the fact that-- She was saying, "If it isn't one thing, it's another," in her bodily pains. I was like, "Mom, I got news for you." At that point I was 28, "I'm 28, it's that way. If you're living life, some part of your body is getting stretched, it's getting used, it's getting overworked."

Ray: When I was 20, when I was 19, it was something or else. It was one thing and another.

Sean: One thing or another, it's not like you're going to get to this point in your body just like not ever going to hurt again.

Ray: I think there are a few genetic freaks for like that.

Sean: Maybe there could be a state where you don't have an injury, but your muscle's getting sore from over using it the previous day, this or that--

Ray: If you exercise at all so that you're growing muscles, it hurts.

Sean: It hurts because it's just what it is.

Ray: No pain, no gain.

Sean: It is what it is.

Ray: I love that philosophy, it drive people crazy.

Sean: It's a deeply profound statement that people don't realize they're saying.

Ray: Speaking of things that drive me crazy, I heard it again recently, somebody said, "Well, if you don't have your health you don't have anything." I wanted to slap that person. I actually wanted to punch them in the throat. So you're telling me, I don't have my health, because I have a health problem, so I don't have anything?

Sean: There's a proverb, an ancient proverb that I really like. It says--

Ray: From a book of wisdom.

Sean: We can't say that because in the Catholic Bible there is a *Book of Wisdom*.

Ray: Well, it's the *Catholic Bible* it's not the real *Bible* [laughs].

Sean: I actually think it might be the real *Bible*.

Ray: I was just making a joke. Hang on hang on, all of my papers friends, I actually-- I'm going to go out on a limb here. I think Sean might be right, it might be the real *Bible*. They did start the thing after all.



Sean: They did they did start the thing and then when you hear about how Luther picked which Bibles, it gets real messy.

Ray: Just study your history--

Sean: You know, the Reformation did some--

Ray: That history was invented by the devil.

Sean: The Reformation did some good things and did some bad things.

Ray: Some really bad things.

Sean: Really bad things.

Ray: Study Martin Luther.

Sean: Oh my God.

Ray: He had some problems in his view point.

Sean: In many respects like so many people, he was a good man and did lots of great things and called attention to some things that needed to be called attention to, but sometimes us in the Protestant world like to look away from the fact that he was also like an anti-Semitic crazy-

Ray: Jew hater.

Sean: -Jew hater

Ray: Sad to say.

Sean: It is. Then the way that he chose what Bible books went-- He picked which Bibles--

Ray: I'd like to go back in time say, "Excuse me, Mr. Luther?"

Sean: You're the Luther?

Ray: "Jesus was a Jew, just say it."

Sean: Anyway, he was a great guy, all that sort of stuff, but I'm not convinced the Protestants--

Ray: Bless his heart.

Sean: Bless his heart. I'm not convinced the Protestant Bible is complete, let me just put it that way.



Ray: So that should stir up a firestorm of e-mails.

Sean: Good.

Ray: It's been too long.

Sean: It's been too long, and, if Jessie, my Catholic friend's listening, he's probably like, "Finally, Sean's becoming Catholic." No.

Ray: No?

Sean: No.

Ray: You and I together have done a lot of digging and inspiration to our philosophy or theologies, Biblical history, Biblical inerrancy, and the more I study theology and the more I think about it and work my way through it, the more my theology begins to resemble theology of the Roman Catholic Church.

Sean: Right. The actual theology, not what--

Ray: Not the mythology--

Sean: Not the mythology, not the stuff that you actually see in a lot of parishes [laughs].

Ray: No.

Sean: That being said, I'm not convinced either still. Anyway, I can really appreciate a lot of things.

Ray: Did we roll into spiritual foundations?

Sean: I don't know

Ray: I don't know. We didn't really.

Sean: I mean this could be.

Ray: Yes, but I have some other neat stuff I want to talk about. I think I'm going to do that anyhow. Just remember--

Sean: Wait, wait, wait. I remember we were doing.

Ray: What?

Sean: You were saying if you don't have your health you don't have anything.

Ray: Yes. What an idiotic things to say?



Sean: Man, first thing in the morning, we have coffee. We're all over the place.

Ray: I like it.

Sean: It's like a morning show [laughs].

Ray: That's why they're so wacky. We should do the podcast-- Just for the record, we never do the podcast at six o'clock in the morning.

Sean: Usually, it's like 9:00 or 10:00.

Ray: Except this morning for scheduling reasons we had to do it. I like the way this works so far.

Sean: Yes, me too. Proverb; if you don't have your health, you don't have anything, to counteract that. The spirit of a man can carry him through any affliction, but who can bear up under a broken spirit?

Ray: Aha.

Sean: You have to believe that the Bible's authoritative, but I also think that's just a true nugget of wisdom.

Ray: Well, that's the very definition of a proverb.

Sean: Right. I just think that's true experientially [crosstalk].

Ray: How about this? If you don't have a broken spirit you don't have anything.

Sean: That's what I have to-- Yes, if you have a broken spirit, you don't have anything.

Ray: Don't take that literally. We're not telling you to--

Sean: No, that's not like condemnation.

Ray: Just saying, don't say this stupid saying.

Sean: Don't stuff you don't know what it means.

Ray: Some of my smartest friend I've heard them say, "If you don't have your health, you don't have anything." I want to come up to them and say, "So I don't have anything, huh?"

Sean: Yes, right. I know what they're trying to say. They're trying to say you need to be healthy. You need to make sure that you take your health as a priority.

Ray: That's why you have abundant life but, not everybody gets that privilege.



Sean: No. Not everyone gets that privilege, and that's not necessarily the best way to frame that.

Ray: No. We're talking about adversity really and how to overcome it, whatever it may be.

Sean: Are we?

Ray: Yes. How to beat Parkinson's or anything else means adversity.

Sean: I know.

Ray: We're talking about other things as well. We're talking about many things on many levels, this is multifaceted-- This is a three-dimensional conversation, four dimensions if we count time.

Sean: Well, but is time a thing?

Ray: Or is it just a measurement of movement, against what?

Sean: Oh, God. How can something move through nothing?

Ray: Energy puffs. It's self-evident. Come on man. All right coming up, am I suggesting, in my Permission to Prosper philosophy, that we eradicate charity or replace it with commerce? Five steps to get and stay motivated and seven principles to beat Parkinson's or anything else.

Sean: Boom.

Ray: All right, spiritual foundations, charity toward-- Wait a minute, let me do this again. Charity toward none. A friend of mine that I met in Toronto, I guess a month ago or so, he came by Revel yesterday and we had coffee.

Sean: Really?

Ray: Yes, from Toronto-

Sean: Cool.

Ray: -like you do.

Sean: That's weird because we've had that happen a few times.

Ray: Yes.

Sean: Who's that guy from Ohio?

Ray: David Roberts.



Sean: Yes, David.

Ray: Hey, shout out David Robertson.

Sean: Hey, David.

Ray: Hundred bucks.

Sean: He came in on our first meet up, he's like, "I came from Ohio."

Ray: I was like, "You did what?" The next question was, "Why?"

Sean: This just turned into a testimony for us and I didn't mean to do that.

Ray: I'm okay with it, go ahead.

Sean: I was like, "That's a long way to go for a meet up and a cup of coffee." He said, "Well, on our last launch or promotion or whatever, because you guys," I can't remember the dollar amount, but he said, "You guys changed my business life." It was a huge number, and he was like, "So it seemed like the least I could do and I wanted to come and check it out." I was like, "Whoa." After he told me the number that he'd made I was like, "Well, you can probably afford it."

Ray: Yes. He's been to like everything we've done since.

Sean: He's a great guy.

Ray: He is a fantastic guy, David Robertson.

Sean: Then there was that guy called from Virginia who didn't think that we actually existed.

Ray: Yes, I called the coffee shop, "Is this Revel 77?"

Sean: He's really nice, but you could tell--

Ray: I'm kind of surprised somebody answered.

Sean: That was the tone. I can't have the exact word in the conversation, but I remember hanging up the phone going, "I think he thought we made this whole thing up." He didn't know that we didn't actually own a coffee shop.

Ray: Wait a minute. Wait a minute. Wait a minute. Doug on it. People make stuff up on the internet?

Sean: Yes right, Doug on it.

Ray: We could have been making up stuff up all long?



Sean: And not having to do anything, just making off nothing? I like that plan. That's the model with a looter.

Ray: Doug on it.

Sean: Doug on it. I had to bring Ian Randon to it.

Ray: Every time.

Sean: Every time. I don't even know where I was. Oh, the guy from the Virginia. We had a great talk, but like the first minute or 30 seconds, I was convinced. It was such a weird conversation that afterwards it only made sense if he was trying to collect himself.

Ray: Trying to figure out, now what do I do?

Sean: Now, what do I do? He's like--

Ray: These guys are real--

Sean: It's like, "Oh, you're Sean. You're on the party. Well, I'm in Virginia so I can't--

Ray: It's good to talk to you.

Sean: Good to talk to you.

Ray: Got to go, bye.

Sean: Yes, it was really a lot like that.

Ray: CH, my buddy, comes in and sits down and I said-- We had chit chat a little bit, pleasantries, things of that nature, talked about our meeting in Toronto. Stephen McClaren was there. It was his meeting, so of course he was there. He read our thing, paid for it, no.

Sean: No.

Ray: CH said, "I want to talk to you more about your Permission to Prosper thing. I got a question that I want to ask you." I said, "Okay," I'm thinking, "Oh, he thinks I'm very wise." I have many leather bound books. He said, "It sounds to me like what you're advocating is we completely do away with charity and tithes and offerings and just have commerce." I said, "Whoa, whoa, whoa. There's a lot of stuff in what you just said. There's several different topics here." I said, "The tithing, we're not even going to talk about today because we don't have time.

Sean: That's like a totally different thing.

Ray: That's like covenantal and--



Sean: That's not charity [crosstalk] or supporting the church or whatever the Levites. There's a whole lot going on there.

Ray: The question of, is the tithe for today? The answer is no. "Anyway, we won't talk about that, but let's talk about me suggesting we do away with charity." I said, "I'm not suggesting that by any means." He said, "Yes, but you said," and he was listening. He said, "You said that business in and of itself is good, and that by just being in business you're doing good. You don't have to give money away." I said, "Yes, that's right." He said, "What about the poor?" I said, "We'll start helping them by not being one of them."

He kicked on a chuckle and he said, "Yes, but there's people in the world who they don't really have a choice. They're like lowest, the poorest people in the world, living on a dollar a day, living on trash heaps." I said, "I get that, and I feel for those people." I said, "I'm totally in favor of anybody who feels moved to go and do something to help those people. I actually think we should. I think it's part of our nature to want to do that out of generosity, not out of obligation." I said, "My feeling is, get as rich as you possibly can and then go be as generous as you want to or not."

That's really the same choice that God gives us. He doesn't force you to give money like a ton of a ton, force you to robot lock step go give money, he gives you the choice whether to do it or not.

Sean: What's so funny is that our Christian culture has so manipulated this and I'll get to this in a second, how we've manipulated it. Paul even says, "Don't give under compulsion, God wants a cheerful giver."

Ray: Now, let's examine that.

Sean: Here's how the way that was always presented to me/maybe it was my own weirdness.

Ray: I don't think so. I think most get this way, go ahead.

Sean: It's that, well, you should want to give.

Ray: Yes, you should be cheerful about giving.

Sean: You should be and if you don't there's something wrong with you.

Ray: Fake it till you make it. Charity towards whomever you--

Sean: That's not what Paul says. He says the exact opposite; do not give under compulsion, and if you're teaching your congregation that they should be cheerful givers even though they're not, you're undermining the freedom Paul and God gives you to be generous and you're taking away the joy that you get when you genuinely want to help someone.



Ray: Yes, this is what I told-- We were discussing what makes a person generous, what makes a person kind, all these things and I said, "Well, CH, those are the fruits of the Spirit, and the problem is in the church today, most people are taught or believe they're being taught, they should work on having the fruits and not develop the root." That's not the way it works. First you have the root, and out of that grows the fruit. If you nurture and water and care for the root.

Then we got into the whole discussion about how do you that? I said, "Well, Paul said you're transformed by the renewing of your mind, not the renewing of your spirit or your ghost or any mystical--"

Sean: Or your emotions.

Ray: It's the renewing of your mind, the way you think. You change what you think about and that changes your behavior, and that changes your attitude toward your behavior, it changes the outcomes you have in life, and therefore you're happier because you're living based on logic and reason and the evidence of your five senses.

Sean: Right. You're not living in contradiction.

Ray: God is non-contradictory.

Sean: Think about that for a second. He is non-contradictory. He is completely rational. He cannot contradict Himself. A contradiction means to be at odds or against. To say God is contradictory would mean that at times, He was at odds against Himself, which--

Ray: He's not.

Sean: -is a contradiction [laughs].

Ray: If he's real--

Sean: If he's real--

Ray: -he's not.

Sean: -he's not. A non-contradictory God cannot create a contradictory reality, that would be a contradiction. Chaos cannot come from order.

Ray: Boom.

Sean: Well, I mean it can, if order dissolves, but I mean--

Ray: Second law of thermodynamics law and whatnot.

Sean: What I'm saying is that the God who is rational and non-contradictory is not going to create an irrational and contradictory universe and people in His image.

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Ray: Unless he's Loki-

Sean: Right, unless he's Loki, then we have issues.

Ray: -the trickster.

Sean: Yes.

Ray: That would be frightening.

Sean: That would be.

Ray: But that's not how things are.

Sean: No.

Ray: Charity toward whomever you feel charitable to. Be generous. I was telling my friend, I said, "As a Christian, I feel like part of my job is to spread the spirit of generosity as I possess it myself." Like when I tip-- this is going to sound like a humble brag. I'm sorry that's the way it sounds, but it is what it is. When I tip, when I give a gratuity to someone at a service establishment, I don't aim to give a percentage tip. I don't aim to tip. I don't even aim to give a gratuity, I aim to bless the person. I want to shock them with my generosity. I want them to ask me why, and if they do, and the moment is right, then I'll tell them where that generosity comes from, but even if it doesn't, that's okay with me.

I have had people chase me down out of restaurants and say, "Wait a minute, you made a mistake. You left a 50." No, that wasn't a mistake.

Sean: The other side of this too, because spiritual foundations, the actual Greek word for Spirit was Pneuma, which means mind or spirit. Part of this too, we can bring at the side of it is, the whole quote, that quote from Ayn Rand that really encapsulates it. It says, "The question is not whether you should give money to the homeless man, the question is, do you have a right to exist if you don't."

Ray: The answer to that question is, yes you do.

Sean: Absolutely. The corollary or the out flowing of that is, once you take this altruistic selfless paradigm shackles off of your mind and you stop condemning yourself for not being something that you're not, that you just don't want to give all your money away and for some reason there's something inside of you that fights this thing that everyone tells you you're supposed to be. "You're supposed to be selfless and altruistic and not want anything for yourself," but there's something in you that just knows that's not quite right.

Once you release that, and you realize that you have no moral obligation to the poor, your generosity becomes a thousand times more meaningful.



Ray: Yes, because it-

Sean: It comes from a true place.

Ray: -springs from an authentic place.

Sean: Right.

Ray: That's totally correct.

Sean: Look, I'm a Christian objectivist, I am so far down the Ayn Rand objectivist rabbit hole, I don't know if I could ever find my way out. I am such an ardent individualist, staunch anti-altruist, selflessness, all that crap, but I will tell you this, I have become so much more compassionate because of that philosophy, because I know where I was and I can see why people are suffering now and it makes me sad.

Ray: That is true compassion and true generosity. If you give out of that place, that's true, pure charity.

Sean: That's what Paul's talking about, a generous giver; someone who wants to give, a happy giver.

Ray: I hope you are charitable, but I hope you're charitable for the right reasons.

Sean: You don't have to be charitable. It's not like if you're not charitable, you're a bad person.

Ray: People want to make rules and want to say, "Yes, you do have to be charitable, it says so in the Bible." Look, it says lots of things in the Bible that God wants us to experience. He does not force us to experience any of them or to do any of them.

Sean: Then sometimes he wants to develop those things in us at a certain time and a certain way, and when we try to apply them out of context, we get ourselves into trouble.

Ray: Boy, do we? I got stories. All right. I think we have wrapped that up.

Sean: Yes. I think we've beat that horse into a-- with the side of our swords.

Ray: No, wait a minute. That metaphor does not work. Let's put a bow on this. We've made it all the way to the tip of the week.

Sean: Okay.

Ray: Five steps to get and stay motivated. I'm about to save you all the money you could ever spend on motivational courses.

Sean: I'm going to try to not interject as much during this segment.



Ray: No, be free. Just if you're going to speak in tongues, have an interpreter. Five steps to get and stay motivated. If you've been planning and spending a lot of money on motivation seminars, books, CDs, some people still listen to CDs-

Sean: Yes.

Ray: -I'm about to save you a bunch of money. Five steps. Number one, define what you must do. Now, what I mean by this is, don't define what you wish you would do or what you want to do or what you think would be nice to do because you will never do any of that. That is all just talk. What you must do is what you will do. If you must pay the mortgage payment, you will get it paid somehow. If you must lose the weight and get the fat off your body, you will get that done. If you just want to lose weight, you'll give in to the first McDonald you drive by.

Define what you must do and if it's not a must then spare yourself the agony and just don't even talk about it. If it's not a must, stop lying to yourself and say, "I'm working on my weight problem." Wait, you're working on your weight, but not the problem. So define what you must do, it has to be a must.

Number two, step number two to getting and staying motivated. Define the cost of not doing the thing and the reward for accomplishing the objective. It's like what Jesus said about the demons. You cast the demons out, the house is swept clean, you got to put something in there to keep the seven more from coming back. If you don't define the cost of not accomplishing your goal and also set up a reward, then all the little weird thought patterns that got you into the problems to start with will come creeping back in.

If you're talking about not indulging in alcohol or food or tobacco or something that is addictive like that, you start thinking things like, "I deserve this, I work really hard. It's just this once, I can quit any time I want to." If you find yourself saying that phrase, you are already in. Define the cost of not doing it and the reward of accomplishing the objective.

Now, when it comes to defining the cost of not doing it, I suggest you go all the way. Sit down and meditate upon the most horrible outcome you can possibly envision and think about that often because the truth is, the way we have developed as people tends to make it true that we would do more to get out of pain than we will to get into a state of pleasure. We'll adapt to the level of pain and accept that this is just how things are. All the pleasure pictures in the world will not pull us into that better place, but intense sudden excruciating agonizing pain will motivate you to move your butt.

Number three, set a deadline, set milestones between here and the deadline so you know you're making progress. Set up consequences and rewards. I packed a lot into step three so I kind of cheated. It's really like four steps, but just play with me here. Set a deadline because if you don't have a deadline, you don't have a goal, you don't have an objective, you have a wish and wish-craft doesn't work. Set milestones. You



have to know someway-- A milestone was stone on the path that let you know a mile had passed, so you can know how many miles you've traveled, how far you've gotten toward your objective.

If you don't set milestones you have no idea how far you've progressed or if you're on time, on schedule. Set consequences. If there are no consequences for you not accomplishing your goal, guess what? You're not going to accomplish it. You're not going to stay motivated. Set up rewards and make it something you really want. If there's a car you want or watch or whatever trips your trigger.

Sean: Whatever tips your trigger [laughs].

Ray: Set that up as the ultimate reward for achieving your objective. Number four, step number four to getting and staying motivated, isolate the next action step toward the achievement and do it. This is where a lot of people get stuck in fantasy land. They start making lists and mind maps and diagrams and planning and planning, what I'm going to do with my big course, my online university. I'm going to have campuses everywhere, it becomes more and more elaborate and nothing ever happens.

That's because you're not thinking about action steps, you're thinking about a project. An action step is something you can do in one step, like make a phone call, write a note, send an email, a step, the next action step, do it. Step number five to getting and staying motivated, record, report, and renew. Record your progress and report it to somebody else. There's a principle in business called, "The Hawthorne Effect" which says, "That which gets reported on improves," and I would add that which gets reported on publicly improves even more.

This is one of the reasons that I talk about the things I'm working on accomplishing in my life and in my business. I talk about them publicly because I want to be held accountable. I've just learned it for me, if I know people are going to look at me when I go to the next conference I attend and they say, "How's your weight loss thing going?", I don't want people to look at me and say, "Boy, you're looking kind of puffy," right? Look like just Stay Puff Marshmallow Man. Then renew just means to refresh and renew your commitment which really means go back and visualize that cost again. Keep that in front of your face until you get where you want to go.

Sean: It's so funny that even going back to the very beginning whether when you believe it's allegory or literal, that the original choice between for the first humans, Adam and Eve was a cost or benefit [laughs].

Ray: What did they choose? Yes, it's an old, old story.

Sean: It's an old, old story.

Ray: A long time ago. All right. Onward, seven principles to beat Parkinson's or anything else. Now, I know what some of you are thinking, Parkinson's is not beatable, it's incurable, it's degenerative, it's progressive. Well, that's what they say.

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Sean: Well, and technically, so are we all.

Ray: Exactly. Something's going to get you; it's just going to happen.

Sean: Just to quote Al Swearngen, "No one--

Ray: "No one gets out alive."

Sean: Yes, no one gets out alive.

Ray: I know you want to hear a different story.

Sean: No one makes it out alive.

Ray: Wants me to tell him something pretty. Any adversity that you face, even the ones that people say are insurmountable, even the ones that aren't insurmountable, there is still a way to beat the thing. I've got seven principles that I believe will help you in this area and for those of you who are thinking, "Ray, I thought you were like super positive, grace-filled, supernatural favored Christian guy? I am, but the same guy who promised us all that also promised us in this world you will have trouble. Was Jesus a pessimist? I don't think so. So booyah.

Sean: You said he was anointed with more joy than all of his companions?

Ray: Yes.

Sean: And there's a reason drunk people liked to hang out with Him, he's probably a lot of fun.

Ray: Well, he made more wine for people who were already drunk.

Sean: Right, he bought all their drinks.

Ray: I have to imagine he told great jokes.

Sean: Yes [laughs].

Ray: I mean, it says--

Sean: None of them walked away feeling condemned or ashamed, it's not like they all-- It doesn't say they walked away like, "Oh, I'm never going to drink again."

Ray: I don't think he was a bummer-

Sean: No.

Ray: -or captain killjoy.

Sean: No, I don't think so either.

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Ray: That's why he irritated everybody.

Sean: I think that's why the Pharisees thought, "What?"

Ray: He's a drunkard and he hangs out with whores.

Sean: Right, Christians will say like, they just said that he said those things because they hang out with them, he didn't actually drink. Well, okay, he probably wasn't a drunkard--

Ray: He hated the sin and loved the sinner.

Sean: Right, I'm sure he did not get obnoxiously drunk. I'm sure he did not sleep with prostitutes. He did not sin, but getting a little--

Ray: I think he had a drink.

Sean: Getting a little lubed up and having some jokes with some friends ain't a sin and I think he did that.

Ray: Well, yes. We agreed. Principle number one to beat Parkinson's or anything. From now on, let's just say, "Seven Principles To Beat Any Adversity."

Sean: Okay.

Ray: Number one, The Principle of Verbal Cognitive Framing. Speak what you want to experience. This is not some magical like name it and claim it or the secret sort of thing, this is about speaking to yourself. The things we tell ourselves, we tend to believe.

Sean: That's true.

Ray: If we go around telling ourselves all the time, there's somebody that you and I both know, you know who I'm talking about, who shares this habit of making a big L on her forehead and saying, "I'm such a loser." Every time I'm around her and she says that, I'm like, "Don't say that."

Sean: You're just reinforcing that bad self-esteem.

Ray: Your subconscious mind, other than conscious mind--

Sean: Your collection of assumptions and--

Ray: -algorithms that run in the background that help you form instantaneous conclusions without your knowledge, listens. It takes all that stuff in, and I believe, I can't prove this, but I believe that that part of your mind cannot distinguish between reality and what you tell it reality is. Let's just put it this way, it is a lower functioning part of your mind. That's my opinion.



Don't put programming into that computer, that's a metaphor, don't put programming into that computer that's going to hurt you. When you cognitively frame a situation in a certain way, you can either frame it as helpful or hurtful. It's just a matter of looking at, "Well, what's happening? Okay, this is what's happening, I have this problem. What does it mean?" This is where people get into trouble.

Going back to my diagnosis, my neurologist has told me more than once, he said, "I wish everybody had your attitude because when I give people this diagnosis, almost everybody decides they got a death sentence. They give up, they quit, they quit doing all the things they love to do, they become sheltered and shut in, their life gets smaller and smaller, their symptoms get worse and worse." Every time I go and I'm telling him, "Well, here's the new things I'm trying to overcome this," and he's like, "I wish I could get you to talk to all my patients."

Sean: You've talked about it because sometimes he doesn't even necessarily fully believe in what you're doing.

Ray: He just likes my attitude.

Sean: Right, he's like "I'm just glad you're trying to fight this thing." [laughs]

Ray: Just deciding that it's a winnable battle, that there's a victory available to you, and we'll go deeper into this in the next few principles, but the way you verbally, the way you talk about it, the way you language it, even internally, if you don't speak it out loud, even internally, the way you language it-- Like if you're thinking, "It's a hopeless situation," well, you're telling yourself, "Don't have any hope." Don't do that, that's stupid.

Principle number two: the principle of possibility thinking. This sounds like a Norman Vincent Peale book. My friend Michael Hyatt, I think it was actually Gael Hyatt who came up with this, I want to give credit where credit is due. Gael Hyatt says, "When you encounter a problem, ask what does this make possible?" Your first response is likely to be, "Nothing. It makes things impossible." Really? You mean, with your human mind, you can't think of one new thing this makes possible that you didn't consider before? Not one?

For me, I'm just going to use the Parkinson's example, not because I love talking about it, it's just the thing I got, it's the card I got dealt, so I'm all about using it in whatever way I can. Possibility thinking, it makes it possible for me to understand people who have a degenerative disorder that causes them daily pain for instance. It was not possible for me to totally understand that before. It makes it possible for me to build up the muscles, the mental muscles and emotional muscles of dealing with adversity without being emotionally defeated by it.

It makes it possible for me to become a stronger person. I'm not saying that it happens to me so that those things could happen, but I'm saying it makes those things possible. It makes it possible for me to make a bigger contribution to humanity because now-- Like at our event next year, Permission to Prosper that we're having

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in the summer of 2019, one of the things we're going to do is be raising money for the Michael J Fox Foundation. It makes it possible for me to do that. I probably never would've considered that, this is now happening. So, what does it make possible?

Principle number three, the principle of continuous feedback loops. What can you learn from this situation? Again, our temptation is to say, "Nothing. I can learn that life sucks," and then you die. Well, if that's the lesson you want to take, then it will be yours. You could learn other things. You can learn patience, you can learn perseverance, or as Joseph Prince says, "Perseverance." You could learn to be kinder, you could learn to be more hopeful, you could learn to alter your thinking and consciously take control of your emotional state, something that would be valuable for many people. A skill worth learning.

Principle number four - this is going to stir up a little bit of controversy - the principle of utilization. Ask yourself, "How can I use this?" I mean that in every sense of the word. If I can use the fact that I have a Parkinson's diagnosis to arrest people's attention, and get them to-- Maybe initially they started paying attention to me because, most people would say they are sympathetic, but I think what they really are is afraid. They're thinking, "Well, if it could happen to him, it could happen to me. I don't know what horrible things are happening to him, so I don't want them to happen to me." If I can use that as an entry point to a conversation, I will.

If I can use that to enlarge my platform because now there's a certain group of people who are very interested in hearing from me, I will use that. If I can use that to say to people, "I've got Parkinson's, what's your stinking problem? What are you complaining about? Get off your lazy butt and do something. Stop whining about how mommy and daddy didn't take good care of you or whatever your problem is because you don't have a problem." If I can use it for that, I will.

Principle number five is the principle of results modeling. This just makes so much sense that I think, once I spell it out for you, you're going to say, "Well yes, duh. That's common knowledge." But just because it's common knowledge doesn't mean it's common practice. Who else has beaten or overcome this thing that you face? What can you adopt from their approach, what can you copy from their recipe so you can bake the same cake? Duh.

Don't tell me nobody's overcoming. I promise you whatever you're facing right now, somebody in this world has overcome it, you can probably Google it and get a dozen results of people who've tackled it, been victorious over it, and written out instructions about how they did it. So you've got no excuse, don't tell me, "I don't know how to find out." Well, go to the vast Encyclopedia Galactica, which is free. I'll tell how to get there, G-O-O-G-L-E.com. Half the stuff people ask me they can Google. Half of the stuff people ask me I Google.

Sean: When I'm in a snarky mood, I just go, "I'm not your Googler."



Ray: I want a t-shirt that says that. "Hey, Google, 100 bucks." Okay, principle number six: the principle of commitment and consistency. I blatantly stole this from Robert Cialdini. He wrote the book *Influence*, and he says that one of the six principles that influences us to do things is the principle of commitment and consistency. He did these peer-reviewed studies, I won't go into how the study works, but, basically, he asked people for a micro commitment. I'll give you one example.

He sent people through a neighborhood, and some of the people in the neighborhood had people knock on the door, and they would say, "Would you be willing to wear this pin that supports our charity? Just put this pin on your lapel." The people would agree and say, "Yes, I'll wear." They noted which people agreed and which people did not, and they noted which people they did not even ask. They went back, like a month later, and asked for donations for that charity. The people who agreed to wear the pin, almost always made a donation because they made a small commitment and they wanted to be consistent with their identity based on that commitment.

So, marketers have formulized this into something they call micro commitments. If you've ever been on one of those sites that says, "Which do you prefer, chocolate or vanilla?" and you click on vanilla, and then it starts leading you down the path, they ask you more and more questions, and then, finally, they say, "If you'd like to know how to make this delicious vanilla cream-filled cake, then just put your email address in and we'll send it to you," the recipe. You've made micro commitments that have grown steadily larger and then, ultimately, they're going to ask you for a big commitment like "Buy our cake of the Month Club."

You can use this principle to modify your own behavior. Make a commitment and make it public and you will strive to remain consistent with that commitment. It's like what I was talking about earlier, if I'm on the show saying, "I don't eat sugar, I eat a ketogenic diet, I exercise every day," then I better be doing that stuff because diet and exercise is one thing you cannot lie about because the minute you take off your shirt, the truth is out. The truth is out there and it's your man boobs. You want to know people's health? Just get them to stand in a room naked, you'll know who's healthy and who's not. But fat people can be healthy.

Sean: No.

Ray: No they can't.

Sean: No. I'm sorry. It's just not true.

Ray: Not to try to be mean.

Sean: No, I'm not trying to be mean. I'm just trying to be true.

Ray: You might have genetic strengths that make it possible for you to be more fit than another person who's obese, but your optimal health-

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Sean: Is lower.

Ray: -is not obesity.

Sean: No. Yes, like you're just saying, you might have some really good genes that give you low cholesterol and good blood pressure and your blood sugar might be able to maintain well even when you're 50 to 80 pounds overweight, that doesn't mean you're healthy.

Ray: Right. So stop fooling yourself if you want to.

Sean: Again, not trying to be rude, but our culture is so filled with people who just want to say the nice thing to not hurt your feelings. It's just not helping anyone.

Ray: Saying this nice thing to not hurt your feelings can ultimately end up hurting you.

Sean: Then, ultimately, what you're doing is you're lying to not hurt someone else's feelings. Most of the time, it really comes down to not wanting to lose or not wanting the person that you're lying to, to dislike you. It's like you might say, "I'm going to say this nice thing to encourage them," but really, deep down it's, "Well, if I told them the truth, they'd get mad at me and I don't want them to be mad at me." Now you're telling lies because you're insecure.

Ray: Now, just for those of you who are wondering, you're thinking about this, I can hear you thinking about it. I imagine, I can't really hear you, you're thinking, "What about being kind?" We're not suggesting being unkind. I don't suggest you walk up to somebody that's a casual acquaintance and say, "Well, you're looking pretty fat. You should do something about that." You have not been invited into that part of the relationship.

Sean: No, but if they say, "I feel like I'm overweight and maybe I should do something about it. I don't know. What do you think?" "Well, since you asked-"

Ray: I often will say nowadays, I didn't use to do this often, I would say, "Well, do you really want me to answer or you're just asking?"

Sean: Because I'm going to tell you.

Ray: They know, when I ask that question, sometimes people say, "No, I was just asking."

Sean: That's funny because then they know. They already know the answer. And they're-- whatever.

Ray: Oh, Sean, we always know.

Sean: Yes [laughs].



Ray: Come on, we agonize over decisions about things to buy, things to do, people to date or not date, whatever, and we always know. If you get nothing else from this show, get this.

Sean: Don't lie to yourself.

Ray: Don't lie to yourself, and if you already know, you know it, just do what you know. You'll save yourself a lot of you agony and therapy bills.

Sean: Your initial displeasure from admitting the truth internally is going to be a lot less painful than trying to continue the cognitive civil war improuti--

Ray: Despite your inability to pronounce that last word, that was a profound statement.

Sean: [laughs] imperpetuity, is that what I wanted?

Ray: Perpetuity.

Sean: Imperpetuity, there we go. Seriously though, cognitive civil wars--

Ray: Nobody wins.

Sean: Nobody wins and we are all engaged in them.

Ray: Principle number seven, the principle of experimentation. These are principles for beating any adversity, any problem, I mean no matter how deadly. You've got stage four cancer, you can't get out of bed, you might say, "How can I beat that?" You can beat it by not losing your joy, by not losing your hope. How did Stephen Hawking defeat ALS? Well, he became the greatest astrophysicist of all freaking time. He wrote volumes by twitching his cheek muscle, so shut up. The principle of experimentation. Try an approach, see if it works, if it does, keep doing that. If it doesn't, stop.

Sean: Or make modifications.

Ray: Modify your approach until you're victorious. This is not complicated, but it's often not easy. Those are the seven principles to beat Parkinson's or anything else.

Sean: Adversity.

Ray: Go thou and do likewise, and what thou doest, do quickly.

Sean: Well, if you found today's show helpful, please subscribe to it on Apple podcast directory, leave a review on iTunes, we like those. If you like the show notes or the transcript or anything else about this show, go to rayedwards.com/341. Anything else to add?



Ray: I have a quote worth to note. Napoleon Hill, in a book called *Outwitting The Devil: The secret To Freedom and Success*, wrote, "The capacity to surmount failure without being discouraged is the chief asset of every person who attains outstanding success in any calling." Now, I know that's more complex English than you're used to hearing, so let me read it to you one more time. "The capacity to surmount failure without being discouraged is the chief asset of every person who attains outstanding success in any calling." If you want an outstanding success, you have to be willing to develop the capacity to surmount failure.

Sean: Come on, it's good.

Ray: Go get it.

Sean: Got get it.

Ray: I pray that God blesses you, that He keeps you, that He makes His face to shine upon you, if you don't know what that means, look it up, and that He does more for you that you can ask and even possibly imagine. Peace to you and peace to your house.

[00:47:03] [END OF AUDIO]