



## Ray Edwards Show, Episode, 346

### Change Your Thinking And Change Your Life

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

**Cliff Ravenscraft:** Then the next step is to say, "Okay. I'm deciding right now this is what I'm going after. It will be mine. There is no other possibility other than this," and so that's what I decided. I decided I wanted a life where I would live a majority of my life in my zone of genius and my income would come from things other than answering questions that I resent.

**Male Announcer:** Ray Edwards Show episode 346. Change your thinking and change your life.

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

**Ray Edwards:** Is it possible that just by thinking in a different way you can experience life in a different way? For instance, if you are a person who tends to depression and anxiety, can you consciously take control of your thoughts and eradicate depression and anxiety, and replace those feelings with feelings of joy and peace? It is possible, and so much more is possible, and that's going to be the topic of my discussion with Cliff Ravenscraft, coming up. Also on today's show, why you should stop working for God's approval, and my number one conference recommendation for this fall. People ask me, "What conferences should I go to? Where should I show up? Where are you going to be, Ray?" Well, I have an answer and that is--

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

**Ray:** Why on earth would I say you should stop working for God's approval? I mean, for heaven's sake, Ray, aren't you a Christian? Don't you believe in the Bible? Don't you believe in the Ten Commandments? Don't you believe in the stuff we're supposed to do to get into heaven? Let's take a brief pause and remember that there's nothing we can do to get into heaven. Let's take a further pause and realize what most people mean by getting into heaven is not what the Bible says, but I don't want to get too deep into this.

Let's just say that we want to-- Most of us want to align ourselves with the Creator and become part of His domain, to live in the kingdom. That we can agree on. We should also be able to agree that there's nothing we can do to win God's approval except to have faith. Faith in what? Faith in whom? Faith in His son, Jesus Christ. That's the only work there is for us to do, otherwise the Bible itself says, "The work of the saints is to enter into His rest." What is it talking about when it says enter into

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His rest? Well, to try to make a complex subject close to simple, in the old covenant in the Jewish temple there was a continuous flurry of activity having to do with sacrifices, and blood, and redemption, and covering sins and removing sins from the record.

You had to keep this up continuously or else you were in danger of being condemned and removed from God's presence, removed from His kingdom if you didn't keep yourself clean through the temple sacrifice system. When Jesus came as the Messiah who had been looked for by the Jews, this is what Christians believe and this is what many Jews believe, that Jesus is the Messiah. When he came, he once and for all settled all that work that needed to be done. He removed the need from the temple system. In fact, it was shortly after Jesus's ascension into heaven that the temple was destroyed, just as he prophesied it would be, and it's never been rebuilt. It's because that era is over.

It's interesting to note that in the old temple, there was no chair for the priest to sit in because the work was never done. The only seat that was in the temple was in the Holy of Holies and it was called the mercy seat, and only God occupied that seat. Now, who occupies that seat? Jesus Christ. The final, perfect, complete high priest who's work is done, so he is not seated at the right hand of the Father. So, all the work is done. There's nothing we can do to win God's approval. What we can do now is to enjoy God's approval, and that is a privilege that is supplied to us by the gift of grace and righteousness it had been imparted to us.

If all of this is gobbledygook to you, then let me sum up in a different way that will make more sense to you, even if you don't believe in all this spiritual stuff. You are perfect just the way you are. You don't need to be something more, something different. Be who you are, be who you were made to be. Live out that truth. As you step deeper into that truth, you'll realize there's nothing you need to do to win anyone's approval. You're already approved.

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

**Ray:** My tip of the week this week is the conference you must attend this fall. It happens September 7th through 9th in Franklin, Tennessee. This conference is such a big deal, I had to ask my wife's permission to miss her birthday. Her birthday is on September the 8th, and that's the day I'll be speaking at the Free the Dream Conference in Franklin, Tennessee. The Free the Dream Conference is the creation of my good friend, Cliff Ravenscraft. This conference is the one that will empower you to live the life of your dreams and break free

from what's been holding you back.

If you long to live a more purposeful, more meaningful, more fulfilling life and if you have been held back by disabilities, problems, lack of education, other people's opinions or any other limiting belief, this is your chance to break free and live the life



of your dreams. September 7th through 9th, Franklin, Tennessee, I will be there. I'll be speaking, I'll be there for the whole conference. I would love to visit with you there. You can get all the details and get your tickets while they last at [freethedream.live](http://freethedream.live). [freethedream dot L-I-V-E](http://freethedream.live), not dot com, but [freethedream dot L-I-V-E](http://freethedream.live), [freethedream.live](http://freethedream.live). Get your tickets now.

**Male Announcer:** And now our feature presentation.

[music]

**Ray:** Today, I'm doing something very unusual. I don't do this very often. I'm going to actually share with you an interview I did on another podcast because the content was so good I felt like it deserved to be shared here. The content of which I speak is from Cliff Ravenscraft. He asked me to come on his podcast and interview him for his audience, because he felt that I might be able to bring a different perspective on things than he might himself just telling his own story. That's what we're going to dive into today is the story of Cliff Ravenscraft and how the Free the Dream Conference came to be, and how you can change your thinking and thereby change your life.

Here you are, the podcast answer man known worldwide as the authority, the person who's trained all the top business leaders who do podcasts. If you went to the top 10, Top 20 business podcasts on iTunes, the majority of those people at some point have undergone your training, probably helped them get started and start building that platform for themselves. You had this industry wrapped up. You could have started a social media marketing world of podcasting. I know that's something that we discussed in our mastermind group.

You could have had your own high-end workshops about podcasting. You could have done podcast consulting for top New York Times best-- Well, you did that, but you decided to lay that aside. Bravely, courageously lay that aside and say, "No. Now, for something completely different," to quote Monty Python. What were you thinking?

**Cliff:** [laughs] I was thinking that I never got into this business in the first place to spend all day every day answering people's questions about what cables they need to hook up from their mixer to their computer so that they can do Skype mix minuses and all of those other things. That is not why I got into this business. I ultimately ended up doing those things because it was one way that I knew that I could monetize a business. I knew that I had a marketable skill, that became evident when people were asking me, "Cliff, how can I create a podcast like you're doing?"

I was teaching them for free, and then they began to beg me to let them pay, [chuckles] because they felt guilty for how much time I was investing. I'm like, "Dude, I'm having so much fun. I'm just so glad there's somebody who wants to hear me talk about this stuff." I used to love it, Ray. I used to love geeking out on the tech side of podcasting. In essence, I spent about eight or nine of those years doing the work I felt most called to do and that I loved. I was actually getting paid very well as a



podcast consultant, and I will tell you, in the earliest days of Podcast Answer Man, I genuinely loved what I was doing.

By the way, why did I initially get into business? Why did I leave my career in insurance and all that stuff? It's because I felt called to love and serve others. More than anything, my purpose, I've known-- Ever since I was like 18 years old, I know that my purpose in life is to encourage others through Christ. If you've seen me in social media, on Twitter, on Instagram, and even my YouTube channel, it's all under Cliff EOTC, Cliff Encouraging Others Through Christ. That came to me when I was 18 years old. I created my own Cliff Ravenscraft Bible study group called EOTC.

My desire was to find out how can I live a life devoted to encouraging others through this message that's in my heart that I believe that God has put on my heart to help people, to encourage people to become more of who they were created to be. I did realize in the beginning that podcasting was a way that I was doing that more effectively than I was as an insurance agent. Although, prior to podcasting I felt like as an insurance agent was me living out my calling, but I felt like podcasting offered even bigger.

The thing is, when I left that business world behind, of insurance, being the employee, I'm like, "Okay, I want to find a way that I can make a living by sharing my message with the world, whether it be with a microphone, or video, or content. I just want to put my thoughts, my feelings, my message into the world, in hopes that it will encourage, educate, inspire, motivate other people. I want to do this because I love people and I care about people. I want to serve people, but I also want to serve my family by providing for them financially and how do I make a living from this?" Becoming the Podcast Answer Man became that obvious route.

Then I found that I did love it, because I think about the past 12-- No, it's been the past 11 years that I actually did podcast coaching and consulting. That was the focus of the last 11 years of my life. When I think about what I've been able to do, there are literally 30,000 podcasters that are putting content out on a consistent basis now, that learned how to podcast from me. To think about how many of those people are putting messages of hope, hope is the environment where all things thrive, and to know that I played a part in that, that is like, "Wow."

I may not have hundreds of thousands of people who subscribe to my podcast. I have hundreds of thousands of people who are subscribed to YouTube channel, which selfishly I can tell you there's a part of me that wishes I had that. A part of me believes that ultimately, one day it will come, but it's not my ultimate goal. My ultimate goal is to love and serve others, but because of my goal to love and serve others, and then doing that through podcast coaching and consulting, I have helped people launch podcast that are actually having a positive, profound impact in people's lives.

There are people that have podcasts that have hundreds of thousands of subscribers. There are some people out there that have overall audiences of a



million plus followers. To know that I've been a part of helping those people get that, that's been a huge blessing. But, Ray, I got bored of it. It was just before January 2016, somewhere in 2015 it started to drive me crazy. I was so bored of doing the same thing over and over again. So much so that I almost-- What's the word? I felt a little bitter every time I got a question in my inbox with the subject line, "Quick question".

**Ray:** You resented it?

**Cliff:** That's the word. I began to resent the questions that came in. Then, all of a sudden, I'm feeling guilty for resenting it. It's like, "Well, Cliff, this is such a gift that God has given you. All of this wisdom and understanding about how all of this works. You see how it's having a ripple effect in the world, and you know the answer to their quick questions, why on earth are you resenting it? How selfish can you be?" It's like, "But I'm bored." This isn't getting me out of bed at 4:30 in the morning, excited to start my day anymore. I don't know why that is. It used to, but it doesn't anymore. That feeling and the resentment to those questions continued to grow, little bit by little bit, incrementally, until ultimately, by the time January 2016 came, I was ready to completely divorce myself from Podcast Answer Man.

**Ray:** Okay. Pause the story right there because I'm going to do a little time travel and go back three years. I think, watching this process from the outside, through the lens of our friendship, I think in 2013 I saw the genesis, the seed being planted, that allowed the 2016 change to be possible. Before I share that, there's something you said that was profound, I want to highlight it. "Hope is the environment in which all things thrive." That is so important it's worth writing down, putting in your journals, sticking on the wall where you see it every day, because-- I have a friend who says, "The person in the room with the most influence is the person who has the most hope."

No matter what room you're in. You could be in a room full of heads of state, and if you're the janitor and you have the most hope, you actually have at your disposal the most influence in the room, if you know it. Back to 2013. I think I was present during a time when you met with another person who literally initiated a shift in your identity that allowed you to leave the world of podcasting behind three years later. Do you know what I'm talking about?

**Cliff:** I don't and I'm eager to hear the next statement out of your mouth.

**Ray:** You had dinner with Ken Davis, and the next day, you told me what had happened at that dinner. He had invited you into a mentoring relationship, and you began a transformation that I believe was the externalization of what was going on inside you. Realizing who you were, what your identity was, and as that became more clear, you began shedding the old Podcast Answer Man identity.

**Cliff:** Interesting. Not that it's important, but now that I know exactly what you're talking about, it was November, 2014. November 14th, 2014. Yes, that conversation.





Definitely I can see that as being the genesis of a major shift in my life. I do agree that every aspect of my life, some that are mentionable, some that are even not mentionable, but all aspects of life have been changed as a result of the catalyst that that conversation was for the physical change in my body, which I do believe also was not just shedding the weight of the pounds and visceral fat around my waist, but also I do agree that since then it was shedding off the weight of limiting beliefs that were holding me back, that said that the only way that I can make a living encouraging others is by doing this.

**Ray:** Yes. I know people listening to this know this story, but give the quick recap of the physical transformation, and then let's skip back to your decision to step into this new business.

**Cliff:** The real quick *Reader's Digest* version of this is that, in January 2009, after my first full year in business working around the clock, very unhealthy, very sedentary lifestyle, living majority of my adult life as an obese person, I almost died. That began a desire to change myself physically, to lose some weight. I weighed 272 pounds, so I was nearly 300 pounds. After I recovered from surgery in January 2009, I began a process of pursuing health and fitness trying to figure it out. Over the course of about a year and a half, I lost 50, 60 pounds, something like that, and I was feeling really good, but I eventually gained it all back. I could give you excuses, whatever the case may be, but I gained it all back, just like everybody says you will.

Then I had several false starts here and there, and what happened was at one point in 2012, I decided I wanted to be professional, paid public speaking, and I also wanted to become known as a keynote speaker, which was wild and crazy for me to even think of at the time. The very first speaking gig that was a major platform booster for me in that realm, was Michael Hyatt and Ken Davis, their platform conference. At that point, I'm already losing some weight, and so I'm feeling pretty good about myself, but then they invite me to come back and speak a couple months later at another platform conference and I've gained some weight. Then the next year I'm invited to come back and I've lost weight. I'm just up and down.

November 2014, I was all the way back up again, and I was so frustrated with myself. I woke up that morning in November 2014, I was getting ready to go down, I was speaking in the morning, and I went to put on my suit jacket that I had just purchased and had custom fit to me two weeks prior, and I couldn't button the jacket. In two weeks, I had already gained so much weight that I could even button the jacket that was custom fit for me two weeks ago. Ray, I was an emotional mess, but thanks to the Score Conference, I know that getting on stage and speaking to an audience, it's not about me it's about them. I was able to deliver what I was expected to deliver, which was advice and encouragement and inspiration and motivation for people to go out and build a podcast.

I did that successfully, but people came up to me, Ray, and they said, "Cliff, man, I am so inspired by your journey and what you've done, and you're a role model for me." I got to tell you, Ray, in that moment, in all of that praise, I felt like a fraud.



Because I desired to be a role model. I desired to be a role model, I desired to be an example of living life according to who you were created to be. The problem is, I was not created to be an obese, unhealthy person that's going to die in five to six years from a heart attack because of how lousy I'm treating my physical body. To know that people were seeing me as a role model and a model of success that they're trying to emulate in their own life, made me feel like a failure.

I had already been dealing with that internally, and that morning just highlighted it. That night at the speaker dinner, Ken Davis comes to me and says, "Cliff, I've never offered this before, but I feel God prompted me to offer this to you. I'd like to offer to be your personal mentor in the area of health and fitness." He gave me a bunch of commitments. He says, "If you accept this, I want you to read my book, I want you to read a book called *Younger Next Year*. I want you commit to working out six days a week, every week, for the rest of your life, and in six months from now I want you to complete a triathlon with me in Nashville, Tennessee."

**Ray:** You said yes to all that?

**Cliff:** I said yes to every single bit of it, and like, "Thank you, God, for giving me this offer from someone." As a matter of fact, it was because you were just working out and you had mentioned at that same event, you had already experienced some pretty significant physical transformation yourself. I said, "Ray, how are you doing this?" You said, "Well, I have this workout partner." I said, "Yes, I've tried those, but I usually find those demotivating," and you said a word to me, you said a phrase. You said, "I found somebody that I felt like this is somebody I don't want to let down, and that motivates me."

Internally, I pray, "God, I wish-- If that would be the key to this, would you give me somebody who could be an accountability partner to me that I wouldn't want to let down?" I'm not kidding you, the very next night, Ken Davis says all of this. He says, "I feel God prompting me to offer this to you." I'm like, "Now, this is a man I would not want to let down."

**Ray:** Wow. So, fast forward to today, what's the current result of your fitness training?

**Cliff:** I'm currently down 85 pounds, I work out at least six days a week every week, and I have done it every week since November 2014, with the exception of four different times. Twice because the doctor asked me to recover from some upper respiratory infection, and two times because of travel, but beyond that, consistently. My identity, I am a man who is the master of his physical body. I am well below 200 pounds now, and I feel awesome physically. I've never felt stronger. Visibly, in the mirror, in any photo that you take, I'm 45 years old today. If you take a photo of me and put it right next to me when I was, let's just say 30 years old, I look younger now than I did when I was 30.



**Ray:** Yes, absolutely agreed. I believe the shift in identity, the way you think about yourself, is what has fueled this on an ongoing basis. So, that leads back to where we started, which was you decided to shed the Podcast Answer Man identity and step into a new way of fulfilling your mission in life. Can you talk about that?

**Cliff:** Yes. I think that I had the desire earlier on. I can tell you the desire was really heavy in me in 2015, because I was-- You know what, I do believe how the weight loss journey added into it was because there are over a thousand people around the world right now that have emailed me and said, "Cliff, I now work out six days a week every week, and I will for the rest of my life because I was inspired by you," and I'm like, "Now, that is why I got into this business." That's the kind of influence and impact I want to have in this world.

**Ray:** I just want to interject, because somebody recently-- I say this to encourage you as well as to encourage others. Somebody recently, I was showing them one of your videos, and they said, "Well, that guy is really full of himself." I said, "Yes." Because St. Irenaeus wrote, "The glory of God is a man fully alive." In other words, a man full of himself and full of the Holy Spirit, which is how you become full of yourself. I think that's the key. As you became more filled-- Our friend Kary Oberbrunner says, "You need to show up filled up," and that's what you've been doing. That's why you have a thousand people following you on your fitness journey, working out, training with you.

I remember one of our close friends in the beginning of this saying, "Well, you know, I don't know that you can be a role model for people until you've actually accomplished the end goal," and you just kept on going. People talk about a thousand true fans, you got those in your fitness journey, but there's more. There's something that led you to make a big, bold, audacious decision to do something that's coming up in a couple of months. Let's move on with your journey to become more of a role model.

**Cliff:** That's it. I'm noticing that I'm having this impact and influence, and then I'm noticing a theme among my Podcasting A to Z students. I'm noticing that there are people who are signing up for Podcasting A to Z who already have a podcast. People who have already gone through Podcasting A to Z twice, and now they're signing up for a third time, and they're like, "Cliff, I don't have any questions related to podcasting all, I just want to tap into the way you think about things. I want to pose questions to you, and I just want your raw, unfiltered, unedited thoughts about this, because I know you're not going to beat around the bush, and I'm going to tell you what I believe, and you're going to tell me whether or not you agree with that belief, and you're not going to worry about hurting my feelings either, and I love that about you." I'm like, "Wow."

What I found is that I have people who are actually paying me for mentoring, like life coaching stuff. The question I kept asking myself, I wonder is there a way that I could make my living or generate income, but is there a way that I could make a living from being a source of entertainment, education, encouragement, and





inspiration without the need to answer any questions whatsoever related to podcasting. Is that even possible? Then I thought to myself, is there anybody out there that does this on a scale that would allow me to pursue maybe the kind of success that I hope to achieve in life as far as margin of time, margin financially.

The only person I could think of just off the top of my head was Tony Robbins. I'm like, "Hey, okay. Well, if Tony can do it-- Well, maybe that's just because he's Tony." Then I started talking about this. You and I had private conversations before I started talking about this stuff publicly, and you said-- What did you say? You suggested I do something.

**Ray:** I suggested that if you wanted to have a career like Tony's, a business like Tony's, maybe you should experience some of his teachings, some of his products, go to one of his events.

**Cliff:** Crazy thought, huh? [laughs]

**Ray:** Yes.

**Cliff:** It was like, "Why don't you spend some money and buy some of the things that you would expect somebody to buy from you one day?" That's exactly what I did, and so I was like, "Hey, you know what? Yes, I'm going to spend a couple hundred dollars. I'm going to buy some of Tony's teaching products, and I'm going to sign up for the VIP ticket to his conference, and I'm going to take my wife with me." Stephanie and I went to Unleash the Power Within in June 2016. Just before that, I was listening to his Creating Lasting Change audio program.

Those two things combined started to radically shift my mindset, and I'm like, "Yes. What Tony is doing in my life just by sharing these insights, this is what I want to do for other people." Of course, I'm sitting there, thinking, "But Tony's already doing this." People kept telling me, they say-- Ray, you've told me this several times, "Cliff, don't worry about that. There are people who for one reason or another may never actually hear this stuff from Tony because they don't like the way he cusses so much and stuff like that. There are just going to be some people that are more naturally drawn to you, and you could teach the same insights, the same concepts, and you can own that message 'cause you're going to make it your own with your own stories, and you're going to have that impact and influence in people's lives."

I'm like, "Yes, I guess maybe I could." I dabbled with it, and I'm like, "Well, okay. Maybe I'll start offering-- I wonder if I could start offering one-on-one mentoring." Because I hadn't done one-on-one in a while. I started offering, I said, "Listen, I'm going to do a one-on-one coaching package. Right now, I'll let you hire me for just one hour. If you want to hire me for one hour, it's this dollar amount, but the only stipulation is that we can't talk about the technical aspects of podcasting. You want to talk to me about your fitness goals, if you want to talk to me about your life, you want to talk to me about your business transition ideas, you want to talk to me about what it is you want from life, as long as you don't ask me anything related to a



technical issue related to your podcast, you can hire me for one hour." I'm like, "I wonder if anybody will take me up on it."

The next thing you know, I had 15 people hire me, and I'm like, "Okay." Then, if you fast forward all the way to September of last year, which is September 2017, I read the book *The Big Leap*. That's where I discovered in *The Big Leap*, which by the way is a book by a man named Gay Hendricks, I encourage everybody to go read this book, *The Big Leap*. When I read this book, I discovered that podcasting was what is called my zone of excellence. I could forever make a living doing my zone of excellence, but it doesn't--

**Ray:** That sounds good. Your "zone of excellence" sounds good.

**Cliff:** Exactly, it does. It sounds like the ultimate goal for business, right? To find your zone of excellence and profit from it, and to know that it's secure, recurring. You could do this for the next 20 years, and financially you'll have the margin you desire to have in life, but it wasn't leading to the fulfillment that I desired in life. It wasn't the full expression of who I am, and it wasn't the full value that I wanted to add to the world. I don't discount how many people's lives are better today as a result of all the podcasts that I helped people create, but the reality is, man, I think about the last opportunity of how many things have been in my heart that I felt compelled to share with the world, but I never shared because I was too busy helping other people put their message into the world.

I dealt with that for a little while, and I realized my true zone of genius is actually me creating content or products and services of my voice, my message, sharing my teaching, and having that direct influence and impact. I'm like, "Okay, I know this is my zone of genius. Now, is it possible for me to live inside of my zone of genius a minimum of 80% of my time?" I first asked myself the question, what do I want out of life? Cliff Ravenscroft, I want a life where 80% or more of my waking hours are me inside my zone of genius. I'm willing 20% to do things that I don't love, and to do things that will enable me, but 80% of my waking hours, I want to be doing something that makes me come fully alive, so that I get back to the place where every morning at 4:30 I'm jumping out of bed eager to start my day.

That's what I wanted. Then I asked myself, what would it take for that to be possible? As soon as I asked myself that question, one of the insights that I've learned, Ray, is we have this wonderful gift from God called our subconscious mind. Have you heard this teaching that our subconscious mind was created in such a way that any question you ask it, by design, it is required to provide answers?

**Ray:** Yes. So, if you're asking terrible questions, you're going to be getting terrible answers. If you're asking, "Why can't I ever lose this weight? Why does it always come back?" Don't ask that question.

**Cliff:** [chuckles] Don't ask that question, because you will get lots of big questions. Why do I always screw up as a husband? Why do I suck as a father? If you ask



those questions, you may not actually ask them out loud, but you know we all have dabbled in those kinds of questions, and our subconscious mind is giving us reinforced ideas. It's like, "You ask me that question, I'll come up with some ideas and--"

**Ray:** Here is ten reasons why you suck.

**Cliff:** Yes. If you start asking yourself the question-- Here's what I want. What would I have to do in life so that I could make a living from entertaining, educating, encouraging and inspiring others, where zero of my income comes from podcasting? I asked myself that question right after reading *The Big Leap*, and within 90 days, that actually was a reality for me.

**Ray:** You had to make some big decisions to make that happen.

**Cliff:** Yes.

**Ray:** Let's talk about what a decision is.

**Cliff:** Sure. Actually, the word "decision" is a very powerful word, I believe our language is so much more important than we could possibly imagine, and the word "decision" is a powerful word if you know its true meaning. The word "decision," by the way, comes from the Latin root word "-cide". So, if you think about "-cide", it's either to cut off or to kill. I've heard two different meanings for the original Latin meaning of it. "-Cision," by the way, you have "incision" is to cut, and "-cide" is to kill, so you've heard "incision," that's what a doctor will do with a scalpel, he wants to cut things open or cut something off. Then you have, also, "-cide" like "pesticide." Well, that's to kill pests.

If you actually make a decision, or you decide something, what you're doing is you're killing off any other possibility other than what you said you're going to do. You have to ask yourself, "What do I want," and then the next step is to say, "Okay, I'm deciding right now, this is what I'm going after. It will be mine, there is no other possibility other than this." So, that's what I decided. I decided I wanted a life where I would live a majority of my life in my zone of genius, and my income would come from things other than answering questions that I resent.

**Ray:** Wow. The importance of really making a decision is another thing you need to highlight as you're listening to this conversation, because saying "I want to," "I wish," "I hope maybe I can do this if things work out," "I've got a plan B, but this is what I kind of want to do," all those things are telling me and are telling your subconscious mind you haven't really decided, there's always an escape hatch that you'll always take.

**Cliff:** Absolutely. So, you have to pursue it, it's got to be the end-all-be-all. There is no opportunity for failure. I may attempt things that don't work, and some people call that failure, I call those learning experiences, or basically where I learn things that aren't going to get me what I want, but I'm just go and try something different.

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**Ray:** So, when you say it was a reality, the answer to that question was reality, what did that look like? What were you doing that you weren't doing before?

**Cliff:** Sure. The thing is, first of all, I asked myself, "Okay, how much income do I need to generate," and I had a dollar figure. Then I asked my subconscious mind-- I don't go, "Hey, subconscious mind," but I asked myself the question, "Okay, what could I do? What streams of income could I create that tap into my zone of genius that would replace the income that I had previously from all the podcast-related stuff that I was doing?" I came up with 10 different streams of income where any one of the 10 would have replaced 100% of the income previously. I had 10 different options available to me, and Ray, I chose to go for three of them. In effect, in the pursuit of three different streams of income, I'm actually making more money today than I was previously.

**Ray:** You're working more, too?

**Cliff:** No. I used to feel guilty, I no longer feel guilty about this, but I work a fraction of the time.

**Ray:** It was a set-up, I knew the answer to that question. You've made a big decision to share this process with a lot of other people. You've got a conference coming up. I want you to talk about Free the Dream, who that's for and what it's about.

**Cliff:** It's very clearly for people who have a dream inside of them that says, "I wonder what life would be like if I could-- fill in the blank." But they have thoughts like "That's not responsible, there's no way I can do that, other people can do that, but I can't, who am I to be able to do that, the world doesn't need another fill in the blank. The world doesn't need another life coach, the world doesn't need another financial counselor, Dave Ramsay has got that covered, Tony Robbins has got that covered, Ray Edwards has got that covered, Cliff's got that covered. The world doesn't need it. Who am I?"

People who struggle with any of those things, anybody who's on the fence, who's like, "I don't even know what my dream is," because they don't have the freedom to dream. It's like dreaming seems selfish. It's for those people, but it's also for those people who are already so ingrained, they know exactly what it is they want to do, they know what they're called to do, they've taken steps, some of them have already left the day job, but they're still struggling to make ends meet. They're still struggling with mindset issues of actually getting paid extremely well for something that they love, and they feel guilty about that. They have problems, they have issues. It's like, "Listen, I have a great product, people love it, I have testimonials out the wazoo, but I can't seem to force myself to actually sell it because I feel sleazy selling it."

All of those people with all of this stuff that's holding them up, I decided I wanted to create Free The Dream as an environment that is oxygen-rich, where these glowing embers of a dream can be fanned into a furnace, flame that would never be quenched, because in this environment of hope, where all things thrive, including



your dreams, you're going to be faced with a team of people that I've pulled together, that have been the greatest resources for insights, inspiration, education, that have radically profoundly impacted my life. The speakers, including yourself, Ray, that I've brought to Free The Dream are going to share the greatest insights that they've shared with me, that have benefited my life, that allowed me to achieve the success that I've achieved today.

I haven't yet reached out to Tony and asked him if he'll come speak at my event, maybe that's down the road, but the thing is, I'm going to take the things that I've learned from Tony and I've learned from other people out there, some living, some not living today, that I haven't yet invited. I'm going to take all of those things that I've learned and I'm going to repackage all of that with my own distinctions from life and my own stories, and I'm going to share in multiple different sessions my own insights based upon what I've learned. In essence, I want to provide what has been so radical in my life. I want to make sure that that's shared with anybody who has a dream that wants to get up excited every single day to live a life for which they were created.

**Ray:** I'm going to tell you something that I have not told you up until this moment. I am so excited about this environment of hope that you're creating at Free The Dream. I know I'm speaking there, but I'm more excited about attending and being in that environment because there's something that happens when you're in an immersive environment like that, that does not happen when you're just listening to a program on the treadmill or on the cycle. That's all good, but when you're in an environment where you're out of your normal day-to-day routines and distractions, you're focused on making this shift and you're committed to the process, and you are surrounded by people who are also committed, change happens in those rooms.

The thing I haven't told you is, you knew that I had registered for a Tony Robbins event this summer, and I decided to put that off actually probably until next year. One of the key reasons was, I felt like I would get-- This is just the flat truth, I felt like I would get more value being at your event than I would get at that Tony Robbins event this summer.

**Cliff:** Wow.

**Ray:** I love Tony, I love his work. I've still got lots to learn from him, but for me right now, in this season of my life, even though I'm a speaker, I had that feeling that I'm going to get more value and I want to be fully committed to being at Cliff's event from beginning to end, and immersing myself in that process. I'm a lifetime learner and I encourage anybody who has a dream that has not been totally set free in your life, you need to be at this event. I have no vested interest in asking you to do that other than I want this for you.

**Cliff:** Awesome. Well, Ray, thank you so much. I know that you have a hard, fast limit for your time right now because you have another commitment right at this very moment. I'm going to thank you so much for being on the show. I just want to let





people know I'm excited to attend this event as an attendee as well. I know I'm going to have a green room. and sometimes right before my talks I'll be in the green room for a little bit, but for a majority of this conference, I am reserving myself a table right up there with all those VIP people right up front, because I'm going to be sitting there taking notes while you and all the other speakers are on the stage as well. Thank you so much, Ray, for doing this. Thank you for being my best friend in this world.

**Ray:** Thank you for being my best friend in this world. I love you, brother.

**Cliff:** I love you too, man. Head over to [freethedream.live](http://freethedream.live). We will see you in Franklin, Tennessee, September 7th, 8th, and 9th. [freethedream.L-I-V-E](http://freethedream.L-I-V-E).

[music]

**Ray:** There you have it. You need to get your tickets to Free the Dream, go to [freethedream.live](http://freethedream.live). Buy your tickets. I will see you in Franklin, Tennessee, September 7th through 9th. If you got enjoyment from this show, if you got value from this show, if you think it would be valuable for other people, then let's help other people find it. Here's how you can do that, at no cost to you. Just subscribe to the show, and then as the new episodes come out, download them and listen to them, because Apple knows and it does make a difference.

Also, if I could ask a little bit more of you, write up a rating and a review, and put it in the Apple podcast directory. That helps increase our visibility in the directory, which means more people looking for this message can find it. I would so appreciate you doing that. Until next week, my prayer for you is that God would bless you and keep you, that He would make His face shine upon you, that you would prosper in all things and be in good health even as your soul prospers. Our quote worth of note comes from Cliff Ravenscraft. "I don't need easy, I just need worth it." Peace.

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**[00:46:46] [END OF AUDIO]**