



## Ray Edwards Show, Episode 349

### Turn Tragedy Into Treasure, Despair Into Delight, and Fear Into Power

**Ray Edwards:** No matter how bad things may seem, no matter what your problems are, no matter what the trouble is that you face, no matter what the goals are that you've set for yourself, you are going to face periods of tragedy, periods of despair, periods of fear. The question is not are you going to experience those things because everyone does. The question is what are you going to do when they happen? That's what today's episode of *The Ray Edwards Show*, episode number 349 is all about. Today's episode is entitled, *Turn Tragedy into Treasure, Despair into Delight, and Fear into Power*.

You may notice that the episode is different today. No production value, no music, no special effects, no other host. I wish I could tell you it was a strategic decision, but it's really just been a function of I've been traveling quite a bit and involved in a number of different projects. I'm working with clients again. That has kept me busy. Well, I just got down to the wire on doing this episode, which is good. Things work out as they should because I was struck by the lightning bolt of inspiration. Something that you know if you've listened to this show very long, I don't believe in counting on. I don't think it's good to count on inspiration for your content creation.

It's better to count on perspiration. In this case, I was inspired. The title just came to me in a rush. I understood the rest of the episode, I jotted down the notes in my nearly illegible handwriting. I knew exactly what I needed to talk about today. I believe it's because not only did I need to learn these things, but others need to learn them as well. Maybe you're one of the people I'm speaking directly to who right now you're facing tragedy. Maybe right now you are facing the grief of having lost a loved one, or the grief of having been betrayed by your marriage partner or your significant other, or the grief of losing a job.

Yes, you can grieve over losing a job, it's okay, or a pet. People do grieve when they lose their pets, which you may think that's ludicrous if you're not a pet person, but if you are a pet person, you understand that pets can often seem more loyal, more loving, more forgiving, more non judgmental than most humans. I understand you grieve for your pets. It could be other things that you're facing in life. It could be that you're in despair, that you don't have any life circumstances that put you there. You wake up everyday feeling empty, depressed, and desperate for some meaning in your life.

It could be that you are not currently facing any of the things that I just talked about, but that you're concerned that you will and you're afraid, that makes you afraid. It makes you a slave to constant fear. Constant fear that disaster is just around the corner. You're just waiting for the other shoe to drop, any of this sounding familiar? Surely not to you, but maybe somebody you know has these feelings. Well, today's episode will help no matter which of those categories you fall into. If you are one of



the rare individuals who are so well adjusted, you never have any tragedy in your life, any despair, any fear, any anxiety, any depression. You never have those things.

First of all, just wait. It will happen. I'm not being negative, I'm just telling you the truth. Secondly, you know people who are facing these things, so you should learn this stuff to help them. My premise for today's episode is that any person can transform tragedy into a treasure, can transform their despair into a feeling of delight and their fear into power, which means the ability to get things done by using something. I have named the seven step reality remapping technique. Ray just what is the seven step reality remapping technique? That sounds mighty fancy. Well, it's the way your brain works. It's not something I made up or invented. It's just something I recognized. I recognized it in my own behavior, in the behavior of other people around me, in my reading of psychology of human potential, of theology and philosophy. I just began to notice there's sort of a universal pattern for how people change their perception of the world and how they deal with things like tragedy, despair, and fear.

I've constructed a technique that can help you remap reality so that you are not in that place of tragedy, despair, or fear. Now, you might wonder about my choice of terminology, remapping reality. What does that even mean? The idea of remapping reality is based on a saying that you've probably heard.

It was first uttered by Polish American scientist and philosopher Alfred Korzybski who said, "The map is not the territory." That's been attributed to many other people, but as far as I know, Korzybski is the one who actually said it first. What does it mean, the map is not the territory? Well, Robert Anton Wilson, another author, philosopher, interpreted that saying this way, "The menu is not the meal." Which I think may be a little more relatable to some of us.

The point is reading the menu does not satisfy your hunger, does not give you nutrition. It describes the meal, but it is not the meal. If you've ever been to a restaurant and ordered what was on the menu and you got something that you felt like was not really as good as what the menu made it sound like, you understand this saying, the menu is not the meal. Therefore, you also understand the saying, the map is not the territory.

It's one thing to look at a map of Yosemite and another thing to scale the face of El Capitan. The map is not the territory, it's a whole different experience on the ground. The reason for choosing this metaphor is to say, "I believe it's entirely possible for any of us to change our experience of the world, of reality, by changing the way we map it or describe it to ourselves in our head." The imaginary blueprint we have that guides us through this maze we call the world or life. I'm not saying that just because you changed the way you think about it, the objective reality changes.

That's not true at all. That is something we call magical thinking, which is a way of saying thinking that does not change anything except maybe your belief about how things are going to turn out. This can often be disastrous for people who count on



their magical thinking to provide a solution to their problem. Magical thinking does not solve practical problems.

Remapping reality is something different altogether. It's taking a circumstance where we have the option of how we're going to interpret what's happening around us, to us, and through us, and we can interpret it in a way that is disempowering or we can interpret it in a way that is empowering. Another way of saying that is we can interpret it in a way that is harmful to ourselves or we can interpret it in a way that is helpful to ourselves.

Both interpretations, by the way, can and should be objectively correct. Although, it's worth noting there have been studies conducted that seemed to indicate that optimists in life, the glass half-full people, tend to have a less accurate view of objective reality. Their lives are happier and they are more successful in every way you can measure health, relationships, money, state of mind and emotion. That's worth thinking about.

Now, if their optimism becomes delusional, that's a different story. Let's say that you are someone who faces a tragic, desperate, fear producing situation. You could be a person who has been told you're going to die because you have a fatal disease, and you do, by the way. We are all born with a fatal disease called life. It ends. Therefore, you are going to die. I really hope I'm not the one who's breaking this news to you for the first time. It's a reality that all of us face and most of us tend to spend our lives living in denial of pretending that it happens to other people, but not to us. Again, not trying to depress you. Just being real. I believe it's possible to face tragedy, to face desperate circumstances, to face down your fear, which could be very well founded, and transform those things into something that benefits you, into the feelings of delight, of being given a treasure and of having power over your life.

One of the greatest measures of control and one of the greatest forces that can dispel the feelings of anxiety and depression is a feeling that you have control over the outcomes in your life. I'll give you a personal example, because it's the best example I am capable of giving you, because I can give it from inside the experience. In 2011, I was diagnosed with Parkinson's disease. There were other people in that same neurological practice who were diagnosed about the same time as me. One of them was a professional, whom I knew personally, who was very well respected, who was very intelligent, very well-educated, had multiple advanced degrees. We were diagnosed virtually the same week. At the time I'm recording this, it is now almost the anniversary date of that diagnosis for me. That will make it seven years since my diagnosis.

I was told at the time I was given the diagnosis that within seven years or so, seven to ten years, I would quite possibly be wheelchair-bound, unable to fend for myself. This is not true. I am mostly mobile. I do have challenges occasionally, but I get around on my own, I drive myself around, I take care of myself. I am not immobilized, I'm not wheelchair-bound. I'm in many ways healthier than I've ever been in my life. I'm in many ways, all the ways that matter, happier than I've ever



been in my life. I'm more free of fear and anxiety than ever had been in my life. I'm more free of despair and depression than I ever have been in my life, something I've-- That's-- Depression and anxiety are things I have struggled with all my life, but I have less of them now.

After having received this diagnosis of a disease, which you may not be familiar with it. I don't want to make this whole episode about this, but I'll just tell you Parkinson's is about more than shaky hands. It's the gradual destruction of your nervous system and your ability to move and take care of yourself and ultimately to live. It is what they call a progressive degenerative disorder, which means it just gets worse and it continues to destroy your nervous system, and there's no cure. The treatments are only marginally effective. They can put the symptoms at bay for a few years, and then, the medicines begin to work more to your detriment than they do to your benefit. That's a pretty bleak outlook to be given when you're given a diagnosis like the one I received.

Now, I am thriving seven years later. In every way except the Parkinson's disease, I am healthier than I've ever been. My cholesterol, triglycerides, my cardiovascular health, my weight, my muscle mass, all better than ever. My attitude of mind, my emotions, my emotional state, better than ever. My relationships, better than ever. Business, better than ever. Anticipation of joy, of having a hopeful future, better than ever. What about my friend, the professional? I'm obscuring what he did, who he was, how old he is? Well, I will say that he is in age about the same age as me. He may or may not even be a he. I'll leave you to wonder about all that, because I don't have his permission to share his story, but I can share it anonymously. I can tell you this is a real person, a real individual that I actually know. He went into deep despair and fear and destroyed his life. Destroyed his career, destroyed his marriage, destroyed his health. Still living, but as far as I can tell, because I have not had much contact with him lately, barely so.

Same diagnosis, same age, same socioeconomic status and opportunities and challenges, two very different outcomes. Why is that so? It's often said by Parkinson's patients and many neurologists that Parkinson's is a boutique disease. Everybody gets their own personalized version. I think that's true of any disease or disorder, because it all depends on how we map the reality of what we've been told and what we're experiencing. You may have a diagnosis that is not as susceptible to the placebo effect that is not as mediated by your mental state as Parkinson's can be. You might have an aggressive form of cancer that it doesn't matter how positive of mind you are, it still eats your body alive and you're dead weeks later. That's possible. Again, not being negative, just telling it. You know this is true, you already know this. Don't act like I'm telling you something that surprises you. You probably know people who've been in that kind of situation and have been completely devastated, wrecked, and died of a very scary tragic, painful, horrible, hellish death.

I know people who've been through that. I also know people who had the same kind of diagnosis and the same kind of outcome, who went out joyfully, happy. I'm not saying they were glad they had the disease, but they remapped the meaning of it



and changed their experience of it. That's what we're talking about today. With all this build-up, "Ray, could you please get to the seven step reality remapping technique, because I want to know how to change my state of mind, because you've made me totally depressed."

Well, first of all, I do not have the power to make you depressed. Only you have the power to do that. Nor do I have the power to make you angry, afraid. Only you have the power to change your mental emotional state. We could argue about it, but you'd be wrong, so I'm just going to skip that and we're going to go on to the remapping technique, [chuckles] because that whole discussion that I just mentioned would be a different episode.

Here is the seven step reality remapping technique. Whatever you're facing, be it very serious like a deadly illness or maybe dare I say even trivial, like somebody keyed your car. Come on, compared to cancer, having your car keyed is not a big deal, right? Maybe they dinged it with a shopping cart, so it's just a little scratch, but still made you very upset. It could be on any part of the spectrum, this technique will work. Here's how you begin to change your map of the territory so that you have a different experience of the territory. You can go from tragedy and turn that into treasure, find treasure within the tragedy. I'm not saying made-up imaginary tragedy. I mean real tragedy, like the cancer I just describe could happen to you, could happen to somebody you love. You could have the person you love leave you, you could lose all your money and lose your house. I have another friend who is just sharing with me and a few other people about how he lost everything a few years ago, had everything taken from him. I mean everything, like all his personal possessions, his home, his family, everything taken away from him, but yet, he found a way to interpret that differently than most people would. He got everything back and more. We haven't talked about this, but he essentially went through these seven steps I'm about to share with you. Okay, I hear you. Let's get to it. Here is the seven step reality remapping technique. Think about the problem that you're facing. By the way, this is interactive. Do not just listen to this passively. If you do, it won't help you. If you're just going to listen passively, you might as well skip the episode altogether. I'd like you to think of a real problem that you really have right now, a real challenge you really have right now. Something that in your life it seems like a tragedy, something that fills you with despair or the fact that you're just filled with despair, you don't know why.

Something that fills you with fear or the fact that you're in fear and you just don't know why, and you may not call it fear. You may say, I don't have any fear. Are you ever anxious? Nervous? Then you have fear, my friend. You just found a different name for it. Which in itself is instructive if you notice. Ever wonder why some people fight so hard against being given the label of having clinical depression? They might prefer to say instead, I'm occasionally a little bluesy, sometimes I just feel a little down. They won't accept the title or label clinically depressed. Interesting. Why? Could it be that they instinctively know that if they accept that label, they're reshaping their map of the territory and they know that's not good for them?



Something to think about. Step one, what is this and what does it mean? This in the sentence I just read to you, is the problem, or challenge, or situation, or emotion that you're trying to change. What is this and what does it mean? This is the most basic human function really of survival. It's wired into your nervous system. You're wired to perceive any object that moves in your field of vision, and instantly identify what is it and what does it mean to me? Is this something that's going to eat me or is this a friendly thing? Is this something that I'm going to eat? [chuckles] This is where our primal wiring sometimes gets away from our logical mind and we become afraid of things that should not fill us with fear. Let's just use the example of somebody stole your car.

You leave the office one day, you walk into the parking lot and you discover your car has been stolen. What does it mean? Well, someone has taking my car. What does it mean? I don't know yet. You don't know yet. It could be that your spouse took your car. You're in a meeting, they didn't want to interrupt you, so they just took their keys and took the car because their car broke down and it's at the garage. Maybe they left you a voicemail you haven't checked yet. It could mean that. Or it could mean that you haven't made your payments in six months and the repo man came and got it. Or it could mean that somebody just thought your car was a neat car and they were going to take it and they stole it. At this point, you really don't know what it means yet.

The lesson here is be very careful about answering the what does it mean question, unless you really know for sure. The way to get to for sure is to ask yourself if you immediately have an answer to what this means. Maybe your accounting is messed up and you seem to be missing certain amount of money every month, but you can't figure out where it's going. You ask yourself, "What is this?" You say, "It's an accounting error." What does it mean? Well, it means my business partner is embezzling money from me. That's a big leap you just made. The way to stop yourself from proceeding down a bad path that may be totally wrong is to ask this follow-up a couple of questions. Is that true? Is it true that your business partner embezzled money from you? If your answer is yes, it is true, the next question to ask is, what evidence do you have to support that statement? Most of the time, in my experience, when I ask, "Is that true?" My honest answer is, I don't really know, I just made an assumption. I don't usually have to go under the second question. Sometimes I do, sometimes I'm really certain to my conclusion about what this means, what it is and what it means. "Is it true?" "Yes, it's true. I know it's true." "What evidence do you have to support that position Ray?" "Well, I have the evidence of suspicion, of assuming that the worst has happened." That's not really evidence at all. I don't really know what it means. Let's move on.

Question number two, step two of the seven step reality mapping technique. What advantages does this provide? How can I use it? This one is tough for people, because most of us really want to respond to this by saying, "There are no advantages to this situation." When I got my diagnosis, that was my initial thought. There's no advantage to this. How can I use it? I can't use it. Are you nuts? Oh, but I was so wrong about that.

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Again, just to dip into my personal experience, because it's the one I know best. It's not because I like talking about this a lot, but it's my experience, my highest level experience with these principles, so I'm sharing it with you. What advantages does my diagnosis provide and how can I use it? Now, you have to be careful with this, because you don't want to use this second step as a way to hang on to something you could eventually get rid of. I believe I can either completely get rid of Parkinson's or I can mediate the symptoms to a degree that I can just mute them for the rest of my life. It would be possible for me to ask, "What advantages does this provide?" And realize if I don't take my medicine and I look feeble, people will feel sorry for me and I get some collateral benefit from my suffering, I get lots of attention and love and care. What I don't know is probably behind my back, I'd be gaining lots of resentment, irritation, eye rolling, and "Oh my God. Can this guy ever stop talking about that stuff?"

It's very easy to use the what advantages does this provide as a way into victimhood. Do not do that. In my case, what advantages does this provide? It provides me the advantage of understanding the emotional and psychological problems that people with a diagnosis like this face. Our world is full of people who've been diagnosed with degenerative progressive diseases that they feel powerless to change the outcome or the process. I have some understanding and empathy for those people. It gives me more empathy for other people in general, because I don't know what other people are facing and what problems they have, but I know everybody does have some problem I don't know about.

How can I use this? I can use it to employ my newfound empathy to help people more quickly, more radically, more willingly, more joyfully. I can use it to realize I just need to slow down and not do so much all the time, which was never good for me, even before I had the diagnosis. I can use it to realize it's time to use the tools I have at my disposal to eliminate stress anxiety and depression from my life as much as possible. I've got tools, not drugs, but behaviors, actions, things that I can do involving exercise, diet, my thought life and my meditative practices.

All these tools that I knew in the past, I can use this diagnosis as the lever to get myself to actually employ those things. I can use it as a way to give myself a sense of urgency about needing to get my life's work done, to get further down the path, to stop thinking about some day, because I realized some day has now got a ticking countdown clock on it. I don't know when the alarm goes off, so I've got to hustle in a relaxed way. [chuckles]

What you should be doing as we go through these seven steps, is pausing between each step, getting out your journal and writing your answer to the questions. I would encourage you to write with intensity, with emotion, with unbridled honesty. Don't let anybody read this stuff. This is for you only. This is where you can say whatever you want to say, using whatever language you want to use, making it as ugly as you feel. This is where you get to have your big ugly cry on paper. With each question you want to pause, you want to write until you get it all out of your system. Your unfiltered feelings and thoughts. You should pause this recording right now, if you haven't



already done so, and do steps one and two. Step one is what is this and what does it mean? Step two is what advantages does this provide and how can I use it?

Pause, write your responses with passionate emotion. Really get connected to your feelings about this, and then come back. Okay, I'm assuming you did what I asked you to do. You wrote out your answers to steps one and two. Let's go to number three. What is the typical disempowering map of this? You know this already. You know typically how people respond. My contemporary, who was diagnosed at the same time I was, he had a typical response. He decided his life was over, he was depressed, there's nothing he could do. He'd been given a death sentence, or at least a life torture sentence. His life as he knew it was over, it was all going to be miserable and terrible, and nobody's gonna love him. He was-- Might as well just go eat worms. Nobody loves me, everybody hates me, I think I'll go eat worms.

If you're wondering, if I'm making fun of that whole attitude, yes, I am, because it's ridiculous. It helps nobody. You know what the typical disempowering map of this situation you face or this thing you're dealing with. You know what it looks like because you've got plenty of examples all around you. You probably have maybe even used some of the behaviors, attitudes, thoughts and emotions yourself. Pause the recording and right out, with detail, what a typical disempowering map of the whole situation is? That would be what it looks like, what it feels like, what the experience is like and what's ultimately going to happen. Write it out. Go ahead. Do it now.

Okay. Now, you're back from step three. Now, you're going to write out step four, which is how can I construct an empowering map? What would I have to believe in order for this to be an empowering situation? It enables me to do good things. It enables me to become a better person, to become a better husband, a better wife, a better son or daughter, a better citizen, a better worker, a better business owner.

What beliefs am I required to have for my interpretation of this situation to be positive and empowering? What evidence do I need to find to prove to myself my beliefs are true? This is a place where I'm asking you gently to be okay with looking for evidence to support the beliefs you want to have, because you believe they will be useful to you. Because if you're in despair, if you're in tragedy, if you're in total fear and terror, it's totally okay to go looking for evidence of things you believe. It's totally okay to go looking for evidence to support beliefs that will help you whether they're a 100% accurate or not.

Now, again, you don't want to go find evidence to support delusional beliefs, like if you eat dandelions and chant *Casey at the bat* backwards three times every morning, you'll get better. Don't be an idiot. That's all I'm saying. There are ways you can construct a more empowering map of the situation. Do that right now. Write out what your empowering map will look like, what you have to believe in order to use that map and what evidence you have or where you can find the evidence you need to support your belief so you can get busy living, again. Go ahead. Write it out, and we'll go to step five next step five, next.





Step five is a very specific question, is it possible in this situation to turn tragedy into a treasure, to turn my despair into delight, turn fear into power, and how might I do that? This has to have a little explanation. Turning tragedy into treasure, let's say there's a disease that you've been diagnosed with, or let's say that you've been cheated on and left by your spouse. You're clueless, you were totally in love with them, you've been with them for decades, they cheated on you, they left you. It's just tragic. How can you turn it into a treasure? How can you possibly do that? Could you be stronger than you ever thought possible? Could you learn to accept something you thought you would never be able to accept? Could you actually forgive them no matter how much it hurts? Could you learn to live alone and be okay with that? Could you learn to be okay with yourself? Could you grow psychologically and realize there's nothing wrong with you that caused them to do what they did, that they owned their behavior, you don't? Could that allow you to stop blaming yourself for other things in life that you had no control over?

On the flip side, could you learn to accept your part that you played in that situation? Maybe you were inattentive. Maybe you were abusive, not physically maybe, even just verbally. Maybe you were just not fully invested in nurturing the relationship and so it got away from you. Could you learn to accept that and change that behavior and still suffer the sadness of the loss, but be a better person as a result? Those are just some examples of how you could take a tragedy and turn it into treasure?

What about despair into delight? It's the same exercise. Fear into power, it's the same exercise. What unique features does this obstacle in your path have that will make you a better, stronger, smarter, faster, more accepting, more loving, kinder, more calm, more centered, more well balanced, smarter individual than you were before? What about this situation will develop more emotional resiliency for you, so you won't despair over something like this ever again. You'll be able to say-- Like my friend who lost everything said, "You just need to go ahead and lose everything once, because once you've lost it once you're never afraid of that again, you always know you can come back."

What about fear into power? Fear can sometimes be a tough one, because we may know we shouldn't be afraid, we may know it's not productive for us, but it's sometimes hard to turn it off. I believe you ultimately turn it off by acting, taking physical action, moving forward physically. Exercising, yes, is one thing I'm talking about, but maybe it means moving to a new city, maybe it means moving to a new office, maybe it needs getting into new circumstances, new people, having new conversations. You're in motion doing things to counteract your fear, facing your fear, you turn fear into power. I didn't say you made fear disappear, because often it doesn't. Courage, as we know, is not the absence of fear, it's feeling the fear and doing a thing anyway.

Turning fear into power, if you look up your dictionary definition of power, it means the potential to do work, the potential energy to cause something to happen. You can use fear to fuel your energy to get things done. You can literally turn fear into power. How might you do that in your own life, in your own situation? Pause the recording



and write it out in detail. If you have one sentence, you haven't spent enough time working on this. If you have no sentences, if you're just following along nodding saying, "Oh yes, I'll think this through my head", you haven't done it. Writing is the doing part of thinking. If you haven't written, you haven't done. "If you haven't written, you haven't done." No, I wouldn't be right there, that will be wrong. It will be, "If writing you have not done, work you have not accomplished." Forgive me, Frank Oz. You get the idea.

Go ahead. Write down step five. How might you turn tragedy into treasure, despair into delight and fear into power? Write it out, take as much time as you need. I'll wait, I'll be here waiting for you patiently. See, I told you I'll wait for you patiently. It's been no problem, I kept myself quite busy while you're gone. Now, you have my total attention again, because we're moving on to step six. Ask yourself this question, "Am I willing to let go of tragedy, despair, and fear? Am I willing to let go of those feelings and exchange them for triumph, delight, and power? Am I willing to do that? If it were possible for that to happen, am I willing to do it?" This is one answer you can give very quickly, it's either yes or no.

If it's no, the follow-up question is, why not? You need to work with that until you're willing to let go of these feelings because hanging on to them is the only thing that forces you to keep them. If your answer is yes, I'm willing to let go, I don't know how. I feel like it's impossible, but I'm willing to let go. If there's a way to let go, "Yes, sir, I am ready to do it." That leads to the next and final question which is number seven. "When would I be willing to do that?" My friend Michael Hyatt would say, "When would now be a good time to do that." Just ask yourself, "When am I willing to do that?"

When am I willing to let go of tragedy, despair and fear, and exchange them for triumph, delight and power?" If your answer is, "Right now, I'm ready to do it right now," then do it. Just let go. Don't tell me you don't know how, you do know how. Stop thinking those obsessive thoughts. Think about something better, nobler, truer, pure, good. You can turn your tragedy into your treasure, you can turn your despair into delight and you can transform your fear into power. It is possible to do it.

You know this is true already or you wouldn't still be listening. The real question, the most important question in this entire list is, "Am I willing to let go of these feelings, of tragedy, despair, fear and whatever other negative or hurtful, or painful emotions you're hanging on to?" Are you willing to let go? If you are, when would be a good time to do that? This is a way to remap reality in a way that serves you instead of harms you. All these questions, the seventh step, reality remapping technique, you'll find in the show notes at [rayedwards.com/349](http://rayedwards.com/349), which is the episode number, 349.

349 episodes. I've loved this and I will keep loving it, I keep doing it, I have no plan to ever stop until they bury me. Even then, I might find a way to still do it. Wouldn't that be a cool trick? That would definitely be the prestige. [laughs] Well, I know it's been a different sort of episode, I hope you found it helpful. If you did, you might have some interest, if you're in a position where you're working on building a more



prosperous life for yourself, a more prosperous business, a more prosperous life, a more prosperous spiritual experience of life, if you're in a position of wanting to integrate those and live the best richest life possible for you.

You might have some interest in being part of my mentoring group, where we work on exactly that, where I'm your personal mentor. It could be business stuff, helping you make your business more profitable, could be personal stuff, you can apply to see if being in my mentoring group would be a good fit for you by going to [rayedwards.com/apply1](http://rayedwards.com/apply1). It's apply, A-P-P-L-Y numeral one, or you can spell it out O-N-E either way, it's just one word, applyone. If you found the show helpful, share it with somebody. Share them the link. Subscribe to the show would be awesome, leave us a rating and a review would be even more awesome because here's why people ask you to do that. If you ever listen to a podcast they keep asking you, "Leave us a rating and a review, subscribe to the show and downloaded every week." Here's where they ask you to do all those things, because that's how iTunes makes up the charts, the popularity charts.

The more people who do those things that I just described, the higher your podcast rises in the rankings and thus it's more discoverable by other people. I heard big-name podcaster say, "The only way people find out about my show is by word of mouth." That's the only way, that's not true. You can be more discoverable in the search engines by being more helpful to people and those people talk about you, they subscribe to your show, they give you a good rating, ranking and review on the site.

They take their time to do that because they're grateful of what you did, you're discovered by more people and the cycle continues. Word of mouth helps too. I'll take any of those things and if you have suggestions or criticisms, I'll listen to those as well. Just be nice, don't be nasty. You can find the show notes, the transcript and links to all the stuff I mentioned at [rayedwards.com/349](http://rayedwards.com/349). Until next week. I pray that God does more for you than you can ask or even possibly imagine. That you prosper, that you're in good health and you enjoy a long life. Peace to you.

**[00:46:32] [END OF AUDIO]**