



Ray Edwards Show, Episode 363

Three Things I Learned From Jeff Walker

- Speaker 1: [00:02](#) Coming up on the Ray Edward Show, when you fail at anything, you're not actually failing. You're actually succeeding at supporting your own expectations. Let that sink in. Ray Edwards show episode three, six, three, three things I learned from Jeff Walker at lunch con,
- Speaker 2: [00:26](#) the Edward Jones. This is the podcast for prosperity with purpose, so I just got back from Orlando, Florida where we spent three days doing our copywriter certification program. That's where we bring in direct response sales copywriters and we certify them in our process and then we helped him find gigs and make a living as a copywriter. Some of them actually may end up writing for us in the agency were
- Speaker 1: [01:02](#) we are starting, but we've started because we've already got our first two clients. I preached something called get clients first before you do everything else and I apparently do it because that's what we've done. So anyway, we were there doing the certification program. Then we took a day off Monday, Tuesday, Wednesday and did the certification program and we took a day off my team and I went to the beach and hung out for awhile. It needed some relaxation and decompression after the event and then on Friday we started Jeff Walker's launch con event there at the Omni resort is actually in Kissimmee, not actually in Orlando, but they say Orlando, so I and it's the same area. It's Disney, Disney, Florida, zip code, I don't know, three days at Jeff Walker's event. We went there purposely because I wanted the new newly minted copywriters to actually have a chance to go out and meet people at a conference, which is where I recommend you meet your, your new clients.
- Speaker 1: [01:56](#) This is something that I've taught for quite some time and I just decided, well, it's time to show people how to put the rubber to the road and get them out in front of clients, so we'll be doing this again in the spring at one or

two different big events. Anyway, that's all beside the point. The point is that there are three big lessons I learned while I was on this trip and I say I learned that from Jeff Walker. If it hadn't been for Jeff, we wouldn't have been in Orlando. We wouldn't have been doing the certification there, probably wouldn't have done it as soon, but I wanted to get people to launch con, so we moved the date up and so I did learn these lessons from Jeff or elise catalyzed by Jeff, so I'm giving him credit. So what are the three lessons onto the main event after we do spiritual foundations and the.

Speaker 2: [02:44](#) Does anyone want to live a life that is long and prosperous? Spiritual foundations, spiritual foundations. Quick

Speaker 1: [02:51](#) is about having faith and doing what some people call trusting God. I would say if I have challenges in life, I have things that are happening that I'm not particularly happy about. Then I exercise my faith. I trust that God is looking out for me. I believe that life happens for me and not to me. I believe that everything works out for my good. Ultimately, I believe that God has formed a vast conspiracy to do me good. So that's my belief. Now. That's what I say, but do I practice this belief and the way to know I think is to see how worried and stressed you are. And I say this because of recently I've had a lot of irons in the fire and a lot of traveling, a lot of projects going on simultaneously. We've got more people working for us than ever before, which means a bigger payroll.

Speaker 1: [03:45](#) It means more interaction with people, more helping them overcome their challenges and just a lot more on my plate and I've had a little stress. I've had a few concerns about will this, will this thing get done? Will this project over here be completed correctly? Will what? If I get sick and I don't show up for that particular thing? Then what happens? So I realized that I kept saying, I'm just trusting God for the for the answer. I've got faith, but I didn't really have faith or wouldn't have had to say that. And that's my spiritual foundations for this week.

Speaker 1: [04:21](#) If you trust that you're protected, that you're cared for, that you're guided, and in my case it's by God and through his son Jesus. Then you don't have to say it because you're doing it. It's like I don't have to keep saying to you, I'm, I'm trusting this chair to hold me up. I'm sitting in a chair. It's a Herman Miller aeron chair, and I'm trusting. It'll hold me up. I've got faith. This chair is going to hold me up, no washes. It holds me up. Let me show you. I'm going to stand up and then sit back down and see the chair is holding me up. You would think I was a crazy person if I did that because you would say, well, yeah, it's

holding up. You're sitting on it. Why are you telling me all this? It's the. It's the same when we say we trust God,

- Speaker 1: [05:07](#) that we're giving it to God, that we're letting go and letting God. That's one of the favorite phrases that people say, let go and let God. Well, if you do that, then then actually let go. Otherwise it's like you're standing in his way. He's trying to help you and you're standing in his way and every time he moves you move to block him. Like, I don't know if this is gonna work out. I'm, I'm concerned about this. I don't know, I see you're trying to get around me, but listen to me. Let me tell you what it needs your help with. So this is, this is like craziness and for those of you who get worried about when I go off on tangents like this and you say, well, where do you find that? In the scripture? I find it where Jesus says, when you pray, believe in your heart that you have what you asked for and it is yours. That's what he says, and so I sense right now the skeptics are saying, where does it say that?
- Speaker 3: [06:02](#) Alright,
- Speaker 1: [06:04](#) Matthew Chapter Twenty one, verse 22. It says, and whatever you ask in prayer, you will receive if you have faith. That's actually not the reference I was looking for, but it's a corollary to this reference, which is the reference I was looking for, which is Mark Chapter Eleven, verse 24 which says, therefore I tell you this is Jesus talking. Therefore I tell you, whatever you ask in prayer, believe that you have received it and it will be yours. So that doesn't. That doesn't leave any room for
- Speaker 3: [06:35](#) doubt.
- Speaker 1: [06:36](#) If you believe that you've received it, you don't have to keep saying, I believe I received it. This whole passage is part of where Jesus had cursed a fig tree because he was angry with it for not producing fruit, and that's a whole other discussion that we won't have right now, like why did he get that? Seems like a petty thing to be angry over.
- Speaker 1: [06:56](#) I think it's not. I think there's a purpose behind that, but let that go for a moment. The disciples were amazed that Jesus said to the fig tree, you'll bear no more fruit ever, and it withered and they express their amazement and Jesus said, truly, I tell you that if anyone says to this mountain, be lifted up and thrown into the sea and has no doubt in his heart, but believes that it will happen, it will be done for him. Now, this doesn't seem to be figurative language. To me it seems he's being very literal because he goes on to say therefore he's saying for that reason, I tell you, whatever you ask in prayer, believe that you have received it and it will be yours.

Speaker 1: [07:39](#) Wow. That'll blow your mind. So if you're trusting God you in, but you feel like you have to keep saying you're trusting God, maybe you're not trusting as much as you think. Maybe you should actually let go and let him like God just thought. Now, simple hacks that make live cheaper, easier and faster. Raised tip of the week, tip of the week when I went to Florida, took me a canon six d mark two and the Canon l series 24 to 70 millimeter lens. I don't have those here because I borrowed them and I sent them back to the people who own them, but it was like a rig like bigger than this. This is a panasonic gh five and I'm holding my hand. When I say this, I'm referring to. I'm recording this for youtube. So for those of you listening to the podcast, you have to remember there's a visual component that you're missing.

Speaker 1: [08:28](#) You could not miss it by going to [youtube.com/Ray Edwards](https://youtube.com/RayEdwards) and you would find that video. But my point is I usually normally use a canon m 50, which is a tiny mirrorless camera. I would show it to you, but I'm using it to film this youtube video so it'll have to. Maybe I'll slip in some b roll later and show it to you, but it's tiny and I took the uh, the 60 mark two because it's full frame. And the lens is superb glass. It does give you a much better picture. It's higher resolution. There's, there's just more detailed this better in low light, there's less grading, a little light, no doubt all the way around. It's a better camera. The 60 mark two with the 24 to 70 millimeter lens, but it's like \$3,600 for that whole setup. But that's not the problem with it. This is what I discovered. The problem was it's too freaking heavy. I mean, I do most of my video using a joby tripod that I hold in my hand and that thing weighs like three pounds or something. It doesn't seem like a lot, but if you carry it around all day, you figured out it's a pretty heavy. The m 50 on the other hand is very light. It's almost like the size of a point. And shoot, it's smaller than this, my iphone.

Speaker 1: [09:44](#) So my tip is if you're a Vlogger, unless you're like Peter Mckinnon or snapchat or somebody who specializes in photos, photography, you don't need the giant camera. You can do a great job and have a great channel and have wonderful content using a tiny camera and you're more. Thank you for it

Speaker 1: [10:09](#) in your back and your neck. That's my tip cannon. M 50 by. Use It, love it. Great. And now our feature presentation. Okay, so the three things that I learned at Jeff Walker's event last weekend. And when I say Eddie's event, I mean going there, we were there four days before it actually started it. So some of this I learned during those four days, but here are my three big lessons. Lesson number one, we might want to explore being kinder to ourselves. It's fascinating to me to listen to how

people talk about themselves to other people, the things we say about ourselves, both to ourselves and to other people are wildly abusive. Much of the time we would never talk about someone else. When we talk about ourselves quite often, stuff like, I'll give you some examples so you can track with me. I jotted down some things I actually heard people say while I was there, I get so stressed out because I'm worried this won't work. Everything I try seems to fail. Now imagine saying that to another person. You know, you get so stressed out because you're worried it won't work because everything you do seems to fail. You would never say that to another person unless you're like the most incredibly douchebaggery human ever. You just wouldn't do that. I don't stick to my dad because I don't have any discipline.

Speaker 1: [11:34](#) Would you say that to somebody else? The reason you're fat is because you don't stick to your diet. You have no discipline. Just get some discipline already. I always screw things up. Would you say to somebody else, you know, the reason you have no success is because you always screw everything up. Stop screwing stuff up. We would never say that to other people because it's abusive,

Speaker 1: [12:00](#) but we seem to be totally okay with saying similar things about ourselves, not only to ourselves, which is horrible, but also to other people, so we reinforce our false beliefs about ourselves with other people. We tell them what to believe about us and it's wrong. That is crazy. It's harmful. Here's an idea. What if you treated yourself with at least as much respect as you treat other people? Would that change your life? Would it change your sense of life you're feeling about yourself? Would it change your ability to succeed and get the things you want out of life? We'll try it as an experiment and see what happens. I highly recommend it.

Speaker 1: [12:41](#) Seeing number two that I learned while at Jeff Walker's event, and that's an official way of designating the point that you're gonna make in your podcast saying number one thing, number two thing they were to what we believe about our capability is true. Whatever we believe. If you believe that you have the ability to build 100 million dollar company and you're going to do that, then that is true. If you are diligent, diligent, and you stick to your plan and you notice what's working and you do more of that, you know this one's not working, you're less of that, chances are really good. You're going to hit your \$100,000,000 goal at some point. If you stick with it, if you persist because you believe it, it's true. It is possible for you to do that. Now, you might be scuffing right now because you got some belief system about who you are. It tells you that you can't do it. Let's set that aside for a moment and just answer this question

honestly. Is it possible that if you applied every fiber of your being to making your company into a \$100,000,000 company, is it even remotely possible that you could do it? Yes or no?

Speaker 1: [13:52](#)

Most people, when being honest, will answer yes, and the reason I say it takes honesty is because if you admit that it's possible, then you have to explain why you haven't done. Now, if on the other hand, we believe that we have no discipline, we have no real passion, we have no calling, we don't have a clue how to do the thing that gets you to \$100,000,000 company that is also true and we will likely fail except we're not failing. We're actually succeeding at supporting our own expectations. I think that through it's worth repeating. When you fail at anything, you're not actually failing. You're actually succeeding at supporting your own expectations. Let that sink in. There's bitter and sweet in that thing. Number three that I learned at Jeff Walker's event launch con and at our copyrighting certification of it I should give us credit to in this case us is more than just me and my camera and my computer is also me and my team thing. There were three that I learned. There is no time but the president now we've heard the saying, there's no time like the present. That's true, but I'm going to submit to you that there's no time but the present

Speaker 1: [15:21](#)

we change our lives in an instant was a single decision. If you have something in your life you want to change, you want to experience a new reality. The change that will make that happen happens in an instant, a single decision because that's the way it always happens. It has to happen that way. There is no other time than right now. There isn't another decision you have to make. Then the one you have to make right now, like you may be deciding whether to keep listening to me or not because what I'm saying to you sounds like Gobbledygook or you, you may be our deciding to keep listening and share the podcast because I'm finally saying something that makes sense to you. I don't know what you experienced you're having, but there is no other time. This is the thing. This is the biggest point I want to make in this whole podcast. There is no other time than right now. If you're going to do something, you need to do it right now. Not Wait because there is no waiting. There's no nothing. There's nothing to wait for. There is no yesterday. If you don't believe that the only time there is is right now, show me yesterday.

Speaker 1: [16:32](#)

Show it to me. I'll wait. You won't be able to point to tomorrow what direction I look to see tomorrow. You can't do it. Your brain can't answer these questions because they are nonsense and you know this already in your, in your brain. Some part of your brain knows that these concepts of yesterday and tomorrow are utter nonsense.

They don't exist in reality. Yet for some reason, our brain persists in continuing. It's self created delusion that there is such thing as tomorrow and yesterday. Why is that? I believe it's a protective mechanism. It protects us from ourselves. It protects us from having to risk ourselves. It really protects us from being ridiculed by other people.

Speaker 1: [17:31](#)

Why this is important to you because this is the only time you can do something to change your life. We're coming up on the part of the year where people think about their goals and their resolutions and how they want to change things about their physical body, about their, the way they think about their business, about how their life is who they're with, who they're not with. They want to make big changes and a lot of people will say it's very chic now to say, well, I don't set goals or make resolutions because nobody ever sticks to those anyway, so I don't do that. I think that's a copout because otherwise you'd have to say, well, the truth is I get to decide what my life is going to be like and I do the things that yield the results that I want. So if you're broke, you're broke because you want to be broke. If you're alone, you're alone because you want to be alone. If you have many people in your life that you love, then nest because you are loving people. You're doing this thing that you want to experience. You made a decision

Speaker 1: [18:38](#)

in an instant in the moment, and you keep making the decision every day. Some decisions that I made along this path that changed my life in an instant and forever. In 1979, I chose to go into the radio business as my career as a DJ. I did that. I was 14. In 1985, I chose to marry my wife, Lynn. Thirty three years later, my life is much richer and more beautiful and more fulfilling because that decision in the early two thousands, I chose to leave the radio business and start my own copywriting practice. Also in the early two thousands, I decided to pay a lot of money. Went to me at the time, was a lot of money for coaching program with Armand Morin and Alex Mondossian. I paid \$5,000 to coach them for a year. You can't get coaching from them for that amount now, but back then that was what a paid. It was the most money I ever paid for anything like that. By a multiple of 15. They coached me through the first couple of years of my business and it changed my life, my family's life, my destiny, and the destiny of other people. It's still having a ripple effect right now

Speaker 1: [19:58](#)

in 2005, I chose to buy product launch formula and implement what Jeff Walker taught in that product. Plf helped me build a million dollar writing practice, so these are decisions that I made last week. I decided to go to Orlando and hosts a copyrighting certification workshop and to attend launch con and meet with old friends and

new friends and that has been a rich experience and it's still yielding fruit in the in the moment because in the moment is all there is. I mean all there is is right now. If you get freaked out by that, that language about just living in the moment. There's only this moment, the only, only the. Now if that freaks you out, just think through this with your brain for a minute. What else is there? There's nothing else. So if you're thinking about change in this time of the year, thinking about making changes in your life, what do you want to change? Chances are you've had this conversation with yourself many times and maybe you've even resolved or made set goals for the same change over and over and over again and not gotten into result or you got a result. You didn't get the change. You want it. The reason is because you. What you really wanted was to want it not to actually have it

Speaker 3: [21:23](#) do what?

Speaker 1: [21:25](#) Where'd you say re ask yourself this, would you rather want to change or would you rather actually change? I think most of us many times in many instances we would rather want to change that actually make the change because making the change scares us because when you change, you become somebody else and if you become somebody else, the people that you currently love get scared. They get freaked out and they start making weird decisions like they don't want to hang around you anymore or they've decided that you don't want to hang around them anymore. They feel like you're an alien. Suddenly they can't relate to you. This is the thing we're afraid of in my humble, but accurate opinion change requires you make a decision which means to cut off all other avenues and just do the new thing. Like I have decided that the healthiest way for me to treat my body is to eat a key to genic diet, to become keto adapted, to train my body to burn fat instead of sugar, so I'm taking a no carbohydrates and no refined sugar of any kind and my body has become a fat burning machine. As a result that required a decision, not a wish, not a, I want to do this. I don't want to want it. I wanted to for it to be done. Think about things you want. Quick, do this quick exercise, write down five things you want.

Speaker 1: [23:00](#) Seriously do it now. Write down five things you want. I'll give you a moment. You can pause this podcast or this video if you're watching on youtube. Got to now look at that list and tell me how many of those things do you already have? Chances are, if you're like most people who do this exercise, you did not write down a single thing you already have. You wrote down stuff you don't have, which means you're focused on what you don't have, so you want to want those things. Now write down five things you want, but you also already have them. I

watched the new Subaru ascent. It's a brand new suv from Subaru. I also happened to have one I wanted and I have it so now I don't have to walk around telling people all the time. I really want that new car from Subaru because they would look at me and they say, well, it's right behind you. You have the keys to it. Don't you already have it? Yeah, but I really want it. You just need to understand how much I wanted. That would be crazy tough because I already have the thing.

Speaker 1: [24:10](#)

I want to have a son that I can be proud of who is a, a, a strong man with great opinions and a great mind and a great passion for what he does to make a living, to build something in the world. And I have that in my son Sean. I want that and I have it so I don't go around all the time saying, I want a son who's like this because I have that already. This is what Jesus was talking about when he said, therefore, I tell you, whatever you ask in prayer, believe that you have received it and it will be yours. If you're a believer, do you believe? Do you really believe what you say you believe? Does it make a difference? If you do, then you can make the change that you want in your life and see the results that you're after. This, by the way, this is something we're going to be doing together at the one day mastermind that I'm hosting in Spokane on the 29th of November. If you're listening to this, when it's the day it's released and you're listening on the 19th of November, so in 10 days from now, we're going to have this one day mastermind. I don't know if we have any seats left or not,

Speaker 1: [25:26](#)

but if we do and you want to join us, then you and 11 other people will sit together in a room with me and we will figure out through a process that I've developed and refined. We'll figure out what the one thing is you need to decide about and help you decide and then we're all going to make the decision that changes our lives in that moment. We're going to in essence, pray and believe that we have what we've asked for and then we're going to figure out how do we act as a person who already has this and we're going to watch it unfold in our life because we have it. So

Speaker 1: [26:10](#)

at the time I'm recording this, there are a few seats left. They may be gone by the time you see it. If so, I apologize, but you can certainly take what's in this podcast and use it without coming to this event. But if you want to come to the event, go to [inaudible] dot com, forward slash re day. So if you go to [inaudible] dot com, forward slash re day and you see an order form and a video there, then that'll explain the whole one day mastermind thing to you. I hope to see you there. So to change something in your life, you need to stop wanting to change it and just change it. Make a decision, do it

now, because now's the only time you can do it. You can't do it any other time because there is no other time. There's just now so do it now.

Speaker 1:

[26:52](#)

If you want to be at the one day mastermind, then go to [inaudible] dot com. Forced us ray day, and do it now. Sign up and be there. If you want to do this on your own than do it now. If you want to stop listening to me because you think I'm crazy, do it now, but for heaven's sakes, do it because now's the only time you have my friend. This is it. This is not addressed rehearsal. This is the play. Make the most of it. If you found this show helpful today, you know the drill. Subscribe, download, listen, recommend, review. I love you and not in a weird way. Until next time, I pray that God makes his face shine on you, that he showers you with this favor, that you have good health, long life, and tremendous prosperity. Peace to you and peace to your house.

Speaker 2:

[27:43](#)

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