



Speaker 1:

[00:02](#)

This is the Ray Edwards show, episode three 68. How to make changes that stick. Well, it's that time of year. We're thinking about changing our lives, aren't we? End of the year, New Year's Day, coming up. What's on our minds resolutions, goal setting, and yet we know most of us have heard the commonly repeated wisdom that most resolutions, over 90 percent of them are toast before the January month sober, before we get into February. Most people have given up on their resolutions are their goals. Why? What's going on there? Well, I talked to somebody who knows Cliff Ravenscraft the mindset answer man, somebody who's demonstrated in his own life that he can set any goal and achieve it, says his mind to it. He's got to talk with us about why people set goals they don't keep and what we can do to make changes that stick. Let's get right into it. Edward Jones podcast for prosperity with purpose. So I just want to dive right in and, and talk about when I think is the big elephant in the room at this time of year and it's this cliff. Everybody is thinking about New Year's resolutions and they're either thinking, I'm going to make them and I'm really excited because I'm going to change my life or I think this is more common there thinking these don't work. They never work. I feel depressed thinking about them.

Speaker 2:

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I hear a lot of people say, I'm not even gonna make resolutions this year because I never keep them. It just makes me feel like a loser and that makes me sad because I feel like people are giving up. It is something that I would tell you that rewind 10 years ago, I was one of those guys. I had matter of fact, Ray, you know, for me, I, I went back into my memory to say why am I so opposed to setting goals for myself? I mean, when I first started my business, when I left my career in insurance to pursue my own online business venture, I heard people like Michael Hyatt and Dan Miller talking about their goal setting process and all this other stuff and I'm like, why bother? I mean, setting goals just doesn't work and I just never really took much stock in it in the early, of course, the first year and a half of my business, I suffered from

the result of not setting goals, but what I realized is that, uh, when I discovered the power of setting goals and then also some frameworks and formulas for exactly how to achieve pretty much any goal you want to achieve, I began to ask myself, why did I go throughout my most of my adult life up to that point, not setting goals.

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How did I not know the power of setting goals? And it goes back to sixth grade, sixth grade. I literally remember it was, it was right around New Year's time, you know, it was December and I remember in the entire class was talking about this thing called New Year's resolutions. And I remember my teacher spoke. These words don't bother. They don't work. You're kidding me. I am not kidding you. The teacher in my elementary school said, New Year's resolutions don't work. Here are the statistics. Studies have been done. And most people who, I can't remember what the percentages where it was, I was in sixth grade, but she said, here's the studies and it shows you out of all the people who set New Year's resolutions. By the second week in February, they had completely abandoned. I mean, practically everyone has abandoned their new year's resolutions. And Ray, I will tell you that, you know, okay, so one teacher says it.

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So do you base everything on one? What one person says, well, the thing is though, is there's been confirmation in culture. I mean, throughout my entire childhood, I always heard people say, well, we all know New Year's resolutions don't work. Right? And so it would be. I kind of think that things might have been okay if I would have only associated that negativity towards New Year's resolutions. But the problem that I faced is that, well, what is a new year's resolution? It is a goal. It is a desire to change some aspect of your life. It's a desire to stop doing something that's her causing you harm. It's a desire to maybe start doing some things that will will be more pleasurable, will give you more of the life that you desire for yourself. What is a New Year's resolutions? New Year's resolution is nothing more than a goal. It just so happens that it's a gold or a set of goals that you set at the beginning of a new year.

Speaker 2: [05:04](#)

Now the thing is is my my brain, I didn't think that I. I don't know that I ever consciously thought this all the way through, but I can tell you where the associations came through in hindsight is that New Year's resolutions equals goals. If New Year's resolutions don't work, my authority figure at the time in sixth grade tells me they don't work and practically every other article and new story and raw and pretty much anybody and everybody who's ever done it, and not to mention, I mean re watch this, go to the gym gym. The first week in January, you will not find a parking spot. Go to the gym. February 15th. There's

plenty of places to park right up front, so it's not like. It's like it's not like there's not evidence to the belief that New Year's resolutions don't work, but the thing is if new year's resolutions are a goals and setting new year's resolutions don't work, then that means setting goals don't work either and that was just how I pretty much lived most of my life until 2010 when I discovered that, wait a second, maybe there is a way that setting goals will work and that you can actually achieve them and this, this turn that you made is really important and I just want to camp for a moment on this idea that New Year's resolutions don't work.

Speaker 2: [06:34](#) Goals don't work, so I'm there from not going to set them. That is the default position for most people and this is why I think people just drift through life and sometimes they get lucky and things happen and sometimes they don't and they blame circumstances. They blame other people, they blame the system, they blame the man, but I believe we have a lot more agency and the ability to change things. What happens to you? Was it 2010? You said? What happened to you then? That changed everything? Well, for me, I discovered A. I can't remember. I wish I could credit the source of where this came from, but I was studying so much personal development at the time that I. I really, honestly, I have no idea where it came from, but I recall I came across somebody who proposed a four step formula, a four step plan for how to achieve any goal that you want.

Speaker 2: [07:30](#) And I'm like, okay, first of all, we all know and I, I dealt with that whole thing, but wait a second, I'm willing to put this to the test. And I remember the four steps. Number one is you have to believe it's possible. Number two, you have to write it down and there was some really good supporting evidence on why you should write it down physically with your hands. Number three, tell others about it, and then number four was work the plan as it becomes available to you. I'm like, okay, I'm, let's do the scientific approach here. I'm going to test this. And at the, at the time I had this crazy goal and that crazy goal was to meet a guy named Dan Miller. He wrote a book called a 48 days to the work you love. And it radically transformed my mindset and my beliefs about whether or not it's okay for me to make a living doing the work that I absolutely love.

Speaker 2: [08:27](#) Prior to that, I used to believe that you had to work hard to earn money. And when I say hard, it means it means that the work has to be difficult. It has to be extremely challenging and taxing and, and, and physically and mentally, emotionally difficult for you. And the more difficult, the more hard, the more you hate the work that you do, the more you should get paid to do it. Because,

well, you know, if you're going to spend your time devoted to doing this kind of work, you'd better get paid well for it so that you can work for the weekends and those couple of weeks, a year where you get this vacation. That was my mindset, but his book radically transformed my life. And it allowed me the freedom and the flexibility to start feeling okay about raising my rates and making enough money to put food on the table for my family.

Speaker 2: [09:13](#) I mean his. He changed my life. And also I shared I, I kind of, I almost journaled my process, a chapter by chapter or review of 48 days to the work you love and some podcasts and content. And I had shared that with thousands of people and other people were right purchasing his book and writing to me and say, cliff, this has transformed my life as well. And so I had this. I had this crazy goal. I'd love to meet Dan Miller. I'd love it. But I have very. I'm going to put this, the tech to the test. I'm going to see if I can work it out. My goal is to meet Dale Miller, but here's the thing, I don't want to just meet him at a conference where he just spoke and I'm one of 50 people at that event that have said, Dan Miller, you've changed my life.

Speaker 2: [09:57](#) And at the end of the event, he might sort of remember who I was, no, I want to meet him. I want to have is one on one, direct attention and I want to tell him specifically some stories of my life transformation and, and some people who have been impacted indirectly through what I've been able to do and I want to make an impact. And okay, this is really crazy, super selfish, but it's a part of the goal, part of the reason why I want to meet him as this guy has this incredible podcast, uh, where he's reaching people who want to build their businesses. I happen to have a business where my product or service would be a massive benefit to almost everyone that listens to him. And wouldn't it be cool if there might be some sort of relationship that comes out of this where he might refer people to me one day.

Speaker 2: [10:44](#) This was my goal. Now the thing is, is I only shared a little bit of it, so I immediately went into action. I said, okay, do I believe this is possible? Sure. Yeah. I think it is possible. Number two, am I willing to write it down? That's not going to cost me much. Alright, so let me just write it out. I physically wrote it down. I then, um, at the time, Ray, this is 2010. I am recording my podcast episodes while streaming live on the Internet. This was before Facebook live and all that stuff. We were using something called ustream.tv and I was recording I think seven different podcasts every Thursday and one of them was a show called pursuing a balanced life. And I said,

guys, I heard about this formula and I want to tell you about it and I'm going to share with you my goal.

Speaker 2: [11:31](#)

So step number one, believe it seminar to re, write it down. Step number three, tell other people about it. So here, I'm telling you right now here my audience, what my goal is, I want to meet Dan Miller and here's how I want it to go down right now. The interesting thing is, at the end of that day, I was ready to publish all of those episodes. I published that episode of pursuing a balanced life. And within 40 minutes of hitting the publish button, I get an email from Andy Traub, a listener of my podcast, and says, cliff, I happened to be connected with Dan. I worked with him on a few projects and I would love to connect you and make that happen for you. And one week later, Dan Miller was a guest on my podcast. One week after that, he, after the interview, he says, cliff, I'd like to schedule a one on one consulting call with you.

Speaker 2: [12:28](#)

I'd like to see if I can improve some things in my podcast. So one week later we have that consulting call. He says, cliff, I'm all of this equipment that you're talking about. Can you order all of that and put it in a box and come down to Franklin, Tennessee this weekend? Uh, yes. He says, great. My wife's out of town. You can stay in my guest bedroom. I'll take you out to a show in Nashville and we'll spend the entire day on Saturday and you can build my podcast studio for me. Okay, I'm there, ray. It was the first goal that I've ever really set set for myself since I was in sixth grade and the very first goal, following the step by step formula. Boom. I actually got everything I wanted and I've been addicted to setting goals since and re every single goal I've ever set for myself since 2010 that I've stayed true to as far as taking action, you know, step number four, work the plan as it becomes the ones where I did not stop the plan and working the plan.

Speaker 2: [13:50](#)

Every goal that I maintained, I desperately want this. I've achieved it. Now some people will look at that loophole and they'll think that's what it is. It's Lupo well, yeah, cliff. Every goal I've ever stuck with, I achieved too, but I didn't stick with any of them were it didn't stick with most of them. What happens to people that causes us to set a goal and really be committed to it in the moment, let me like really mean it, but later decide to abandon it. I mean I don't. I realized there there's a time, there have been goals that I've set up the last couple of years that I later upon evaluating am I realized, well, that's not really reflective of my current values and want to really want to pursue. So I'm going to set that to the side. Yep. That's different than what happens to a lot of people and what happened to me so many times, which it started to get difficult.

Speaker 2: [14:36](#) So I gave up, but I said I just don't want to achieve that goal anymore. But inside that wasn't really true. Yup. And it's because of some bs that people have going on inside of their heads. Really Bs. It's some bs going on inside of people's minds. Cliffs, you shocked me. I know I, and I know that you are very faith based audience here. And I want you to know that bs when I say that is not what people are thinking. It is belief system problems. Oh, it is a belief system. So what happens is we have, we have these things that we want to do in our lives, uh, or that we need to do or that we feel like we should do. All right, those are all three very important words, want, need and should and any one of those three words will get you into a place where you are, where you will set a goal.

Speaker 2: [15:31](#) And if you're serious about wanting it, you're serious about needing it or your serious about should that it should be done. You're almost certain to be able to see some initial results due to willpower and, and maybe a little bit of an excitement that it brings you at the very beginning stages of, of working towards it. So I show up at the gym the first week in January, or chances are you'll probably make it not just in the first week of January. You'll probably, you could probably even potentially make it until March, but if you only want it, if you only need it or it's only that you should do it, you probably won't make it past 90 days on practically any goal or any new year's resolution you ever set for yourself. And it's because you have to change some bs stuff. So what's going on?

Speaker 2: [16:30](#) What makes the difference? Well, the difference is what you believe. All right. It's, it's, and, and what you have the, the thing is, is if you believe that I want it, I need it, or I should do it. The, that, that's, that's, yeah, that's all fine and good. It's like if we, we, we believe that we should eat less, move more, but we don't do it. The question is why aren't we consistently doing the things that we say we want to do, need to do or should do, and it has to do with what we actually believe. It's actually our belief system that things. So what I teach is this formula, uh, and, and I call it the tier formula. It's to help us understand why we are getting the results that we are in life, and if you follow this formula, you'll it will almost always end in tears.

Speaker 2: [17:27](#) All right. Tears of sadness, tears of sorrow, tears of pain, tiers of suffering. But the thing is is if you follow this formula, it's the same exact formula, but this formula could lead you to tears of joy, tears of overwhelming sense of all tiers of inspiration, tears of happiness. The choice is yours, but the formula is the same. And so here's the, here's the formula, tear t e a r t e a r. It is thoughts plus emotions will lead us to the actions we take in life. And all of the actions that we take in life will equal the

results that we get. So what I mean by this is that whatever result we have, whether or not we're we, we actually, it's 10:00 AM in the morning and that's when we say we're going to be at the gym. Whether or not we're at the gym.

Speaker 2: [18:36](#)

That's the result will be determined by what actions we took that morning. All right, now the actions that's going to get you to the gym is you get out of bed, you put the workout clothes on, you jumped in the car and you start driving in that direction. So you know that if you take those actions, you get the result of, at the gym, right? That's the goal. But the problem is the t plus e, the t plus, etc. The thing is, is what causes us to take the actions. By The way, the action equals okay, the action is I got out of bed, got dressed for the gym and drove towards the gym. That gives us the result of I'm at the gym or I refuse to get out of bed on time. I refused to put my workout clothes on and I refuse to get in the car and drive to the gym equals the result.

Speaker 2: [19:29](#)

I don't go to the gym that day. So what causes you to either get out of bed, put the clothes on or drive to the gym or refuse to do those things? It is your thoughts and emotions. And by the way, um, I just discovered this probably about a year and a half, two years ago, and that is what the understanding of a belief is. A belief is a thought that we feel certain is true. A belief is a thought that we feel certain is true. All right? so all of a sudden, here's what happens. A teacher introduces an idea, new year's resolutions don't work, so don't bother. That's a thought. All right, now how do I feel about that? Do I feel certain that what she's saying is true? I don't know that I had a sense of certainty. It's like, okay, my teacher said it. I've been taught by the way that I should probably respect authority and that my teacher is here to teach and that they've got experience and wisdom.

Speaker 2: [20:37](#)

And so there's some weight that comes with that. But what happens is it's, it's not just thoughts and emotions, but it's thoughts plus the emotions. And there's a little bit of a caveat to this formula, thoughts and emotions that are repeated over time. We might call it conditioned. Alright, we see something that is a thought or emotion that we repeat over and over again. The more we hear it, the more we see it, the more evidence we have to support it. Over time we become more and more convinced that this thought is true. We become, we feel more and more certain that, that thought, that idea is true. And if that thought or idea is true in our mind, that's what we call a belief. So we say that our thoughts plus our emotions will lead us to whatever actions we take, which will equal the results we get.

Speaker 2: [21:30](#) So I, I, I can share the thoughts and emotions because it's easy for you to remember. Tear, all right, but I really want people to understand it is what we believe, which will lead us to what actions we take, which will equal the results. And so I will tell you whether or not you are at the gym in April of 2019 will be determined by what you believe about going to the gym. So if you believe that going to the gym is painful, that it's, it's, um, it's too time consuming. If you believe that people are going to judge me when I get there because I'm fat and everybody else there is, is thin and happy and, and you know, they seemingly eat, you know, 18,000 calories a day, but don't ever build a body fat. I don't know how those people do it. They must have genetics.

Speaker 2: [22:27](#) I, you know, if you have all of these beliefs about ongoing to be judged, I, it's too, It's too cold out and it's going to be painful just to walk out the door. You have these beliefs and it's those beliefs that are causing you to make the decision to refuse to go to the gym or to go to or it's your beliefs that are going to get you to the gym. I want to agree with you and I want to talk about my experience with this in my own life. Um, I set a goal a few years ago to, to lose weight and to get healthier. And I did. And then I hit a plateau. And I got into a state where I was skimming in and out of something we sometimes called the pressure, which there are schools of thought. There's one school of thought that says that some mechanistic chemical function of your brain that you have no control over unless you take pharmaceuticals to fix the problem. And I think in some cases that's true. I think it's much more rare than anybody wants to admit. What really was happening with me was I got into a thought, I call it a thought spiral, or I thought, well, I don't feel good today. I feel demotivated. Oh, that's depression. I know the definition of depression is you, uh, you don't enjoy things you normally

Speaker 3: [23:46](#) enjoy if you like. You just go into the, through the motions, um, you feel empty inside. So I consequently began to start thinking things that made me feel those feelings. And then I said to myself, ah ha, see, there it is. And I found that I've plateaued in my, in my pursuit of health. And part of what was happening, I figured out eventually through talking with you about these things and listening to some of the things you've been teaching, I figured out that I had some beliefs that we're going to have to change if I wanted to get back on track and some things I believed. I'm embarrassed To admit this now, but I want to share this because I think it's important for people to understand that even people you look up to and think are super positive and achievers can fall into the same patterns that are detrimental, perhaps even deadly.



- Speaker 3: [24:40](#) So I began to believe that, well, I have a physical condition called Parkinson's disease that is a neurodegenerative disorder, which means it just gets worse and it's incurable. According to medical science. Of course, all diseases that we've cured were incurable at one point or another. Important to remember that somebody had to believe they were curable before we came up with a cure. I believe there was an inevitability to my continuous decline. I believed that depression was inevitable because it's part of the disease. If you look up the definition of the disease, it's part of the disease. There's nothing you can do about it. It's not your fault, so if it's not your fault, you're not at cause.
- Speaker 3: [25:22](#) As I listened to some of the things you've been teaching and sharing and saw some of the results you've had in your own life and some of your students have been having, I began to ask myself, you know what? Do I have to believe to change the way I'm behaving? Because deep inside I knew that my behavior had resulted in my plateau. Am I gaining back 15 pounds in my, my leveling off my energy level in my depressive thinking patterns, and I began to do the reading and discover some truths that changed the way I felt about what I was doing. So I discovered that the truth that if I didn't exercise that my, the death of my brain cells, which is at the root of my problem, would continue to accelerate. That inflammation would increase in my body, which is inflammation is like fire and your body.
- Speaker 3: [26:17](#) And if you. If you stoke the fire, the fuel burns up and fuel is you, so it's literally like I had set my body on fire and was continuing to stoke to throw fuel on the fire. I would experience more fatigue which would make it more difficult for me to exercise which result in more cell death, which would result in the loss of vital mitochondrial function, which the mitochondria is what generates energy and your body, so I'd have less energy that there'd be a decrease in the neurotrophic growth factor in my brain. It's something we produce that causes brain cells to grow. We don't we. We were taught as I was taught as a young, young lad that you have a certain number of brain cells when they start dying. You don't make any new brain cells. It turns out that's an erroneous belief. We make more brain cells all of our life. so then I realized, well, if I continue down this path that I'm on, what I'm doing is I'm volunteering for early deaths, four diabetes for the deterioration in my brain cells for the continuing decline of my symptoms when it comes to Parkinson's disease for possible dementia. And then I hit the beliefs that pulled the trigger for me. It changed everything I read where one of the authors I was studying said, you know what you're doing if you're eating sugar

and flour and processed foods is you're really eating slow poison.

Speaker 3: [27:45](#) We all know that taking strychnine will kill us. We have a harder time understanding is that eating sugar flour and these foods that are processed that are not even foods or food like substances are actually like eating slow poison. So you're really committing slow suicide. And I stopped and I said, oh, I'm not going to kill myself. I'm not that kind of person. And boom,

Speaker 2: [28:17](#) that flipped the switch. But that in and what flipped the switch it was, it wasn't. You didn't change your accents, you didn't will yourself into it. What changed is your belief, your and, and not to mention the fact that you tied, you gave yourself this leverage. One thing I know about you, ray is, is you know the, the idea of committing suicide is that that's, that's a standard that there's no way on earth anybody would ever. That's not me. I'm not going to that. No, and when you associated that by the, by refusing to work out, refusing to physically take care of your body, refusing to change the way that you eat and, and taking care of your health, you that you all of a sudden you associate what I believe now that I. What I believe is what I feel certain is true is that if I continue to eat sugar, flour and processed food, and if I refuse to go to the gym, if I refused to workout and get my body that exercising and do all those things,

Speaker 3: [29:18](#) then

Speaker 2: [29:19](#) I feel certain that I'm committing suicide. Yes, and I looked at. I didn't have to think about what I would eat in terms of what I. I didn't have to think about, I'm not going to eat this and eat this or aren't getting this because I just look at that stuff. I realized, well, that's desk. That's slow poison. And it changed my belief about what is, what am I excited about eating? Like for lunch? Right now

Speaker 3: [29:42](#) I'm having a smoothie. This smoothie contains some mct oil, some kale, some protein powder. Um, a bunch of different greens, some full fat coconut milk. This is a high fat,

Speaker 2: [29:59](#) moderate protein,

Speaker 3: [30:01](#) almost no carbohydrate lunch. It's packed with calories, nutrients. So at first model, one of my first thoughts was this tastes kind of gross, but then I realized, but it's life. It's not death, it's life. So I have a glass of life here. So I, I immediately began to love the taste, the texture, the sensation of consuming life that feeds my body, feeds my brain, gives me energy. That's who I am.

- Speaker 2: [30:34](#) That is awesome. I love that for me. I want to share with you. Well, first of all there, there's this talk that I gave it free to dream where I talk about my own experience with basically the tiers. Yeah, and how this formula impacted my own life and I don't know how much should I give away here a or should I. Should I tease them to go watch a 92nd video clip?
- Speaker 3: [31:02](#) Well, I think. I think you should do both. I think they should go watch the 92nd video clip you said this first and then when I saw it I realized you were right. This is the most valuable piece of content I believe you've ever created as far as I know. It's life changing content.
- Speaker 2: [31:21](#) So where do they go to find it? Well, where you can go to find it. You can go to [mindset answer man.com/free session mindset](http://mindsetanswerman.com/free-session-mindset) and [inaudible] dot com slash free session. I host a conference called free the dream and this is the opening keynote address of the free the dream conference. It's a one hour session and in 60 minutes it will transform your life and if you're not hooked just by that, then I encourage you to go to [mindset answer man.com/free session](http://mindsetanswerman.com/free-session) and watch the 92nd video clip at the very top of the page. And I'll tell you what you will see there. I will tell you what you will see. You will see me standing on the stage at free, the dream conference. I you will immediately see me pull \$300, three, \$100 bills out of my wallet. One \$100 bill at a time. And then you will see me put my wallet down and I will then right in front of you.
- Speaker 2: [32:22](#) Rip those three, \$100 bills into shreds and toss it into the trash can. And, and the reason why is because this is what I found that I was doing in my business consistently on an ongoing basis over and over again. During the first year and a half of my business, I was throwing money into the trash over and over again. And so that equals the result. And now what action causes me to throw money into the trash? Well, what you'll learn is that the action is actually refusing to send the invoice. All right? So there's a, there's the, you know, sometimes we think of actions or things that you do, but refusing to do an action is an action of itself. So I, I had a problem in the early days of my business. I refused to send people invoices. I mean, I had people begging me, cliff, please send me the invoice.
- Speaker 2: [33:25](#) And I'm like, there's no, I won't be able to sleep tonight. I cannot in good conscience send you an invoice. But cliff, please, I'm begging you, send me the invoice. I'm like, no, I have not earned it. And what I did not know is that I had some very messed up beliefs. I had a bs problem. I had beliefs that I didn't work hard for this. This was not difficult. It did not take a lot of time. Um, my belief was that I was getting paid for an hour of my time. I only, I,

gosh, I solved your problem in 90 seconds. And I was like, if you'll stay on the call with me for the next hour, do you have any other questions? No, cliff. That'S good. You solved everything. And in 90 seconds. And I'm like, but I have another hour. It's like, cliff, no, just send me the invoice.

Speaker 2: [34:13](#)

well, if you're not going to stay on here, I can't send you the end voice. Sounds crazy. But if you actually watched this talk, you'll understand exactly what I'm talking about. And the crazy thing, ray, is that this applies to every area of our life. Once you understand this better effect this, this whole message of the tier formula. I discovered it and found it one day after I refused to send this one client 300, \$300 invoice. And I'm like, oh my gosh, why couldn't I have read this? Read this book. It was called secrets of the millionaire mind by t dot harv eker. Why couldn't I read this book? Just one day earlier, I would have \$300 that would have put groceries. Do you know how many groceries in and in 2008 I could have put on the table with that \$300. But no, what did I do?

Speaker 2: [35:09](#)

I took it and throw it in the trash and that's what my beliefs were doing to me. And so my, my passion, my mission is to help people understand just how important it is to understand how, how, what we believe will determine what we do and well, we have the results we have today be based upon the things that we do. yes. One of my early mentors, um, I was talking to him about the value of the ideas that I was selling and he was encouraging me to raise my prices and I said something like pretty close to I don't think they're worth that much. And he said, really? I said, yeah, because I could sum it all up on one page. He said, so do you believe that the value of your ideas is based on the volume of words it takes to express it?

Speaker 2: [36:06](#)

And I said, well, y'all sort of. And he said, that makes no sense. that's ridiculous. So he takes that, it takes out a sheet of paper and he says, so on the sheet of paper, I've got what you teach, I've got the how to be successful as a copywriter thing here and you think it's worth x dollars. What if I told you I had the winning powerball lotto numbers on here? It was just 10 numbers. That's also in this patient. How much is it worth then? And I think a lot it was something like \$10,000,000 that point. So I said, okay, I get your point. he said, no, I don't think you do. What if I had on this paper the cure for cancer one found in this paper, the one sentence answer to how there could be peace in the world. And, and what's crazy ray is, is get this. So for example, this client that had hired me in, in the session, I talk about what he hired me to help him with. But the thing is, is it's something that quite frankly in 90 seconds I saw I could have written it on a

piece of paper. Step number one, do this, done thAt. Literally is step number one, do this, done, that would have been the piece of paper, right? And that 90 seconds saved him. What would have taken him probably two or three weeks on his own to solve.

Speaker 2: [37:27](#) So how was it worth \$300? This person made quite a significant amount of money doing the work that he hit his toe. Let's just put it this way. His time was so valuable that he's like, cliff. No, I tell you, in fact, this is my belief system today. You know, here I was like, you know, if I take an entire hour of your time or basically I felt that my belief was that if I give you an hour of my time, I will have earned \$300. That was my belief prior to tearing up the \$300 cash because you're charging for your time. Exactly. And, and so I felt like I didn't earn the \$300 until I gave him an hour of my time. You're not going to sit here and listen to me for an hour so you can pay me \$300. Exactly. Um, and so in his mind he's like, no, cliff, what I'm paying for you is to solve this problem that I have and so for him, his time is valuable and he's like, dude, if you can give me what I want in 90 seconds and it doesn't take you an hour, that is what I believe today is, that's worth more than 300.

Speaker 2: [38:36](#) If he was willing to pay \$300 and spend an hour of his time to solve the problem, would he be willing to pay more if I could solve it in 90 seconds and give him an entire hour of his life back? Yeah. Wow. As soon as soon as I started to say, wow, you know what, where else in life am I getting results that I don't want to have? And in every single area of my life where I am not happy with the results that I have, if I'm not happy with my relationship with my wife, what actions have I taken? All right. If I'm not happy with the relationship as a father and and how things are going with my kids, what actions have I taken? If I'm not happy with where I am in my career, if I'm not happy with where I am in my finances, if I'm not happy with where I am.

Speaker 2: [39:31](#) Anything. Yeah. What actions have I taken an ever? There's never been a time where the results that I have are not the result of the actions that I've taken it. It's, it's, it's an equals. Your actions will always give you your results every single time, and then what I learned is like all my gosh, every single action in the end comes in stems from my belief system. What I believe about my relationship with my wife, what I believe about my relationship with my kids, what I believe about money, what I believe about working, what I believe about working out, what I, all my guts. This is. It's the tier formula. It was incredible. Yes, and it's such a big shift. This is, this is so important. I've seen this in your life. I've seen it in my life. I've seen it in the life of people that

you've been working with and some people will say, I have this conversation.

Speaker 2: [40:29](#) A lot of people say, well, yeah, your, your results are result of your actions, but not when it's something happens at your out of your control. And I, I will say like what do you have in mind? Well, like if somebody rear ends you in traffic or you get diagnosed with a terrible disease, and that's really where our stuff might say, hold on. So that kind of stuff happens to all of us. But what we do have the power to control. We don't have the power to control everything that happens to us, but we 100 percent have the power to control what we believe about what happened to us on what it means that changes the game.

Speaker 2: [41:01](#) Yet we may not have control over the circumstances in our life, but we always have control over how we will choose to respond or what actions we will take as a result of those circumstances. And it's those actions that will give us the results we have in life. And, and you know that in this free session that I'm talking about here and we're promoting in this conversation, ray, I share an example of a man. His name is nick [inaudible] and he was born with no arms and no legs. He, the guy has no limbs. Yeah, he is one of the most motivational, charismatic public speakers that I've ever witnessed. He's written five New York times best selling books. He's married to an absolutely drop dead, gorgeous, beautiful woman and has four amazing children. And by the way, he typed those books himself. What a man with no arms and no legs. That's not possible.

Speaker 2: [42:20](#) You have to watch this free session to learn more about that. Now, you know, here's something kind of interesting. I would say it's a coincidence, but I don't believe that I'm somebody that worked for nick for a long time, is actually in our certification program for our copyrighting certification now. And um, she got me reintroduced to nick. I'd heard about them a long time ago and I just went back and started watching a bunch of his videos and I'm just so blown away. I feel like if there's a guy that if you have any excuses, you're making your life, he will rob you of your excuses. Yes. Yes. This is ray. Did you ever see the video of nick actually walking up steps? Yes, that's the one I'm thinking of is like, come on. No way. This is insane. And, and when I say walk, he literally hobbled himself, hurdles himself up steps upright.

Speaker 2: [43:14](#) It's. And I think it was an Oprah thing. Look for Nick Vujicic. If you could ever spell it just to Nick V Oprah it. Yes. And then from that video, I mean I get such a feeling of confidence and joy and power from him. Yeah. And if

the guy wakes up every day with no arms and legs and he works out, did you know that he's in good shape. So that's this. Tie this back to what we started with. How does this relate to my new year's resolution that says I need to lose 25 pounds or I need to make an extra \$25,000. I mean, those all seem rather a bit smaller now in view of some of the things we're just talking about, but how do we, how do we get the rubber to meet the road and turn this, these ideas into something that lets us realize, achieve our resolutions or our goals this year?

Speaker 2: [44:07](#)

Well, I, I think that it is starting to understand how important our mindset is and what we believe and if anybody's interested, I have been very successful and achieving all of the goals like I've mentioned, that I've set for myself. It's, by the way, they don't all happen instantly. I do meet some temporary setbacks. Some people call them failures. I just call them lessons that I've learned, but uh, when I don't give up, which by the way, when I, when something goes from a, a want a need to or something I should do to something I must do and something that I decide will happen. I don't give up. I never give up because I have some pretty significant beliefs about giving up. Uh, and, and that drives me. So I've got some leverage going. But anyway, what I've learned is that there are some things that you can apply some strategies and techniques, and over the years I have been able to do things like loose more than 100 pounds.

Speaker 2: [45:10](#)

I've been able to more than quadrupled my income. I have been able to radically transform my marriage, my parenting, um, build my dream home. I mean, this, I know this sounds crazy, but it's not, it's not all financial. It's not all. I'm just, you know, material things. I'm talking about relationships. Think completely shutting down a business that was extremely wildly profitable. Uh, I, I built a business from no experience whatsoever to becoming the industry leading experts in the world of podcasting. And in September of 2017, I completely decided to shut it down and reinvent myself in going from podcast answer man to mindset answer man. And today I'm having a profound radical impact in drastically transforming people's lives through teaching them the principles that I've learned and applied over the years. And so, uh, ray, how can they do it? I would encourage them to start investing in the understanding of how to change their beliefs and we've been hinting around about this free session that I have available.

Speaker 2: [46:20](#)

You can go to [mindset answer man.com/free session](http://mindsetanswerman.com/free-session). There's a 90-second clip that'll give you a feel whether or not maybe this might be engaging enough for you to invest an hour in. I'm I'm convinced that once you see the 92nd clip, you'll instantly want the full one hour session

and it alone there. I mean it will transform your life. There's enough information. You will discover that why there's always seems to be this gap between where you are and where you want to be. You're going to understand the actually why you do the things you do and why you don't do the things that you want to do. A, you actually should already have the ability to remit, to remember the easy to remember formula, the tier formula t a r thoughts plus emotions that we repeat over times that becomes our beliefs, which leads us to the actions. That always leads us to the results. Here's the most important thing that you're going to get out of this free session, and this is the key to achieving your goals. In 2019 and beyond, you will learn the four steps to effectively eliminate the limiting beliefs that are holding you back from the life that you want.

Speaker 3: [47:30](#)

Four steps to completely eradicate, eradicate, wipe out the limiting beliefs and replace them with empowering beliefs that are going to get you to the gym. They're going to get you to invest in washing those dishes after a long day at work so that your wife will be absolutely thrilled with just how much you're pouring into her. It's going to change your ability on after an exhausting emotionally just draining day, and you're gonna be excited to help your kids with homework. Is that possible? I think it is, yes. What I love about what you've done here in this free session, and by the way you're maybe you're wondering will ray, you must get an affiliate commission for this year. You're making money by promoting cliff's thing. They'll know I'm not making a dollar. I'm. I'm doing this because I know there are people who need this. There are people who won't go buy a goal setting program who won't go buy a book who won't do any of that stuff because maybe that you were taught by a teacher or somebody else at resolutions and goals don't work and you're tired of feeling like a failure and you know you're not going to change.

Speaker 3: [48:32](#)

Those are things you believe that can be changed and if you will just watch this session. I believe there's enough here to change things for you from now on and I've had the benefit of being coached by you a couple times. Cliff, we've been friends for quite some time and I tell people, you're my best friend on the earth outside of my marriage. Me and my wife is my number one best friend and I say the same but I still respect and value and honor you for the distinctions that you've made. Any changes you'd be able to make in your life and other people's lives. And I had coaching sessions where I've said this before and I mean it. I could have dialed up Tony Robbins and had him coach me for an hour and I don't feel like it would've gotten more value out of the conversation that I



got with you and what I love about it is it's what you've just been saying.

Speaker 3: [49:18](#)

You just helped walk me through the specifics, any situation, and I realized, oh, that's what I need to do, and so I really encourage you to go get this free session and watch it and think about the things that you want to change in your life and cliffs going to give you the tools that will allow you to do that. And I mean, just imagine what would it be like if this year you were able to achieve those goals? What would it be like? If you're able to lose that weight, to pay off that debt, what would it. Would it change your life to have a deeper relationship with your, with the person that you love the most in the world? Would it? What would it be like if you could fall in love with him all over again? Ray, can I tell you, I know that you're, it seems like you're wrapping towards a powerful close and I hate to interrupt you, but I just want to tell you a story before it. Can I tell you a story real quick? Yes. So I'm walking the hallway at social media marketing world last, uh, last year. Uh, so what was that march last year? April last year, I'm not sure, but anyway, I'm walking down the hall and I see this guy that I somewhat recognizing, but I'm just not sure if that's him because he looks different and then as I'm, I just continued to walk down the, you know, and, and,

Speaker 2: [50:28](#)

and I see him glance at me and I could just, it's one of those things where he almost pauses doubles as a double check and he's like, he's thinking he's going to come up and say hi to me. Uh, but, but it seems like maybe he was a little nervous too or something like that. And I sit there, I said Collin? And he's like, yeah. He says, and he says, he goes, cliff, I'm so embarrassed. I was going to completely walk by you and I'm like, whoa, what are you talking about? Because dude, cliff, I've been, I've been following you ever since. You made that commitment to work out six days a week, every week for the rest of your life back on November, 2014. I've been following your journey every single time or ever since then. And I made this commitment. I was going to do it, I'm going to do it, and I've been following and I've been and I gotta tell You, man, I've lost over 100 pounds and I'm like, dude, concurrent and you are going to walk?

Speaker 2: [51:17](#)

He goes, yeah, because I'm embarrassed. And I'm like, what are you talking about? He goes, well, I've put some weight back on and, and so, you know, and, and I'm, I'm, I'm currently not at it. And I'm like, dude, I, I sit there. He says, yeah, so tell me what's going on? How did you get started? Why did you get started and blah, blah, blah. He goes, yeah, and he goes, so that's what's going on. I said, do you want to know why? And he said, sure, and I said, and do you want to know how to get back on it and

stay with it for the rest of your life? Because sure. I asked him three questions and he lost all the weight again and he's kept it off. If you want to learn what kind of questions that I asked Collin Yearwood that caused him to make the change and have it last, which I believe, and I'm confident I'm staying here publicly.

Speaker 2: [52:13](#)

So if column listens to this, he's like, dude, what happened? I'm not, I'm not even. I'm not even worried. Seriously looked this guy up. He's in an incredible example of what you can do when you change what you believe in your mind. And by The way, I will tell you that I asked them a couple of questions. I said, what do you believe about working out? What do you believe about, uh, about what you eat? And I asked him what he believes about whether or not he could pull this off for the rest of his life. And, and I, and basically all I did was I asked him a couple of questions like, okay, I get that, but I'm just going to ask you seriously, is what you're saying that you believe true? And he said, absolutely not. So why do you believe it? Then he goes, I don't know that I've actually even thought about the fact that I actually believe it. The reAlity is raised. Most people don't even know what they believe because we're not intentionally choosing what we believe. We just see we, we receive thoughts and ideas from people and sometimes we just take it. And many of the most of this stuff happened when we were kids. There's so much more I could teach you about this and how

Speaker 3: [53:26](#)

you can radically transform your life and have it last a lifetime. If you check out this free session. So we'll put a link to the free session in the show notes. but again, it is mindset answer man.com/free session. I don't get a dime. I'm doing this because I feel that you, you're listening to this conversation for a reason. And the reason is you got things you want to change and you haven't been able to change them yet, and I'm convinced that cliff is your answer, man. He's got the answer to your mindset. Challenge your belief systems that are holding you back and in one session that's totally free, you could get the answer that would change your life forever. You can change your beliefs, you can change your results. It doesn't have to be hard. You don't have to work hard. It doesn't matter if you're 53 years old.

Speaker 3: [54:22](#)

When you believe something all your life, you can change it like that. It's all possible and it's not just positive thinking and it's not jumping up and down in chairs and screaming like you're at a rock concert. There's nothing wrong with that, but I mean cliffs, the guy, and this is the session you've been waiting for and it's free. So go get it and make this your year cliff. Thank you brother ray. Thank you brother for the opportunity to share this

message with a wider audience. And I know your passion for doing what you just said. Sharing this message with as many people as possible, and it's one of the things that inspires me about you. I can't get around you without being inspired.

Speaker 1:            [55:08](#)            Lock on it. It's awesome. You know what to do. Go set those goals, make those resolutions and stick to them. Do it the way cliff describes it, and it'll work for you too. That's what I believe. So until next year, I help you prosper wildly. I hope you have long life, good health,

Speaker 3:            [55:27](#)            peace to you, peace to your house. God blessed. Merry Christmas and Happy New year.

Speaker 1:            [55:35](#)            Thank you for listening to the Ray Edwards show. Find the archives of all the episodes@edwardspodcast.com, or subscribe for free through apple podcasts. Never miss an episode. Is prep and copyright Ray Edwards international incorporated all rights reserved. Each week we bring you a message of prosperity with purpose and freedom. Remembering the truth. Freedom is available to all through Jesus Christ.