



## Ray Edwards Show, Episode 371

### How To Completely Reinvent Your Life And Your Way of Thinking About It

- Speaker 1: [00:00](#) Well, hello there, this is Ray Edwards and you're listening to episode three 71 of the Ray Edward Show, how to completely reinvent your life and your way of thinking.
- Speaker 2: [00:12](#) The Ray Edward Show. This is the podcast for prosperity with purpose.
- Speaker 3: [00:21](#) I get asked pretty frequently, how did you arrive at this odd, quirky place you are with your ideas, your philosophy or theology, all the different things that you have somehow jammed together in a very unlikely combination of ideas, a juxtaposition of weirdly disparate ideas and people don't put it exactly like that because that's a very complex and where di sentence, but basically it comes down to people saying, you're kinda strange. How'd you get this way? And I think there's a bit of curiosity because many
- Speaker 1: [00:52](#) ideas that I espouse are contrary to what we're taught typically and contrary to what society thinks is true. And yet most of them are strangely compelling. And I don't think that's because of my brilliance. I think I've. The one thing I'm really good at is finding other brilliant thinkers and bringing them to you and learning from them and teaching them to other people. So I get this question a lot of different forms, like what kind of books do you read, what kind of seminars do you go to, what do you recommend I do, if I want to change my life and this one particular area or another, and so it occurred to me that a lot of people can't or won't afford themselves the opportunity to travel and go to the workshops, seminars, retreats and things that I participate in, but they really want the knowledge and I'm not here to judge whether you do or do not go to different events or encounter groups or retreats.
- Speaker 1: [01:58](#) There's a thousand reasons why you may not do that, but certainly you can read and books have been my salvation. I grew up in a part of the country in Southeast Kentucky and eastern Tennessee where we had some of the lowest rated to education in the nation and yet I have a fairly well rounded sense of knowledge. When I was a younger man, when I was in my twenties, I did not complete college. I went straight to work. I had a child when I was

20 years old and had had to get down to business and so I don't have had a cocky attitude and I thought and said often I'm more educated than most college graduates. I've since learned that there's gaps in my knowledge that would not exist had I gone to college, had I gone to university, but I have read widely and that's been my salvation.

Speaker 1: [02:48](#)

That's been been the one thing that if I could distill it down and say, there's one thing that I've done that has made the difference for me. It has been the books that I have read and then an extension of that is the seminars and workshops gone to the people I've hired to mentor and train me and teach me those investments in myself. Never failed to pay off. They always pay off. So let's start with the books. I'm going to go through the major areas of life and I'm going to give you what is my recommended course of study. If over the next year you want to completely reinvent your life, install a new operating system in your brain and find yourself having a different experience of life altogether because you've finally got a clear picture of what you think of the world, why you think it and you can describe it to the people and it can't be torn down by a few glib references to some media, pundit or some guru and you haven't thought the issue through so you can't defend your own ideas.

Speaker 1: [03:42](#)

I want to give you the foundation to be able to defend not only know what you believe in, why you believe it and all these different areas of life, so if that sounds good, stick with me. If it doesn't sound good, if you don't want a big list of books to read, this is not going to be the episode for you. Let me tell you, we're going to link to all the books in the copious show notes for this episode and you can go and get them on Amazon or wherever we have to source them. Some of them are not available through Amazon, but I've. I recommend all these books. I've read all of them. I'm just looking to stack now and make sure I'm telling you the truth. I've read all these books more than once that's saying something, so let's start with philosophy.

Speaker 1: [04:20](#)

Most of us do not have a philosophy of life that we arrived at through careful considered thought and consideration of the facts of reality and what we think about what it means. We have assembled together what Ian ran calls a mongrel philosophy, which is based on a lot of slogans and half baked ideas and untested theories and saying that sound like common sense, but her actually nonsensical and we put that all together into her term a mongrel philosophy that leaves us with a giant feeling of self doubt. Now, whether you are a follower of iron rand's philosophy, objectivism or not, I think she has a lot to offer us in the way of rationally thinking about what we

believe and testing our own ideas. I don't agree with everything she says. I don't agree with everything she writes about. I totally disagree with her. Dogmatic atheism, but I don't want to throw the baby out with the bathwater and this is a case where that often gets done because people don't like certain things that I. Enron says so they disregard all of her philosophy.

Speaker 1: [05:21](#) Mistake. I was in a bookstore not long ago and there were some young men standing in the philosophy aisle and they saw ian rand's books and they began joking about her. What a what a joke. She was as a philosopher. They were students of Gonzaga University here in Spokane, Washington and one of them said she's a second rate writer and the third rate philosopher, and they laughed and I was intrigued. I thought about joining the conversation, but then I thought, I don't want to start a big argument here in Barnes and noble. That would not be cool, so I'll just keep my thoughts to myself, but I will listen. And they went on to begin quoting her and one of the guys did have the presence of mind to say, well, she may be a third rate philosopher, a secondary writer, but we are quoting her.

Speaker 1: [06:07](#) And I just thought, yeah, that says something, doesn't it? All the people you rank is first rate. Philosophers and writers probably are not quoted by people. There's a reason for that. Ion Rand's philosophy makes a lot of sense for people who live on earth. So I start there with the foundation of philosophical thought and before some of my believing friends who listened to his podcast, get all upset and say, why don't you start with the Bible? I'm going to assume that you have an opinion about faith. Now I'm a Christian. I'm a follower of Jesus Christ and I acknowledge everyone who confesses Christ as savior, as my brother or sister. Some people have a problem. We've been with that because Christianity as it's called, which is not something that Jesus called, it has turned into this other mongrel philosophy of thousands of sex that are all in competition with one another.

Speaker 1: [07:04](#) They're claiming to have the absolute truth of the universe. Obviously that can't be true for all of them, so I don't want to get into those arguments, but yes, I acknowledged the Bible as the word of God and I acknowledged it. That is the source of truth and I also acknowledged that not everything that we encountered in reality is in the Bible. For instance, there's no mention of ipads or iphones in the Bible so it doesn't contain instructions for how to do everything in the world. Now, that's going to be upsetting to some people. Don't misunderstand me. I'm not denigrating the importance of the Bible far from it. I'm leaving it in its own category and moving onto the discussion of other books. I'll say this

one thing on this subject. For those of you who want to flame me, I know you will, so have at it. I invite you to consider that Jesus said, here's how they will know you're my disciples by your love for one another. I don't think he meant flaming people on the Internet as an expression of love. I think that there are many people who claim the title of Christian and who get very upset about any statements like the ones I've made about the Bible or about God or about Jesus, and they seem to be really married to the legalistic letter of the law as they interpret it

Speaker 1: [08:29](#) and I think that it might be worth examining whether you have a deep relationship with the book and no relationship with this author

Speaker 1: [08:37](#) worth considering. Okay. Moving on, so I would recommend for Ian Rand curious folks. You'd start with reading her novels, the fountainhead and then atlas shrugged. Her philosophy is best presented through studies of reality and so in these fictional novels, she sets up scenarios that showcase how our philosophy will operate in real life and for those who say the books are not realistic, that they are too simplistic, that things just don't happen like they happen in the books. Read the books and compare that what you see in the books to what's happening in the news today and tell me that you don't see the reality of it. That it never would really happen that way because it does everyday. Then if you are sufficiently have your appetite whetted by reading the novels, you might consider reading a book called Objectivism, the philosophy of Ian Rand. It's by her top student, Leonard Peikoff.

Speaker 1: [09:33](#) It is not easy reading. It is not light reading. You won't complete this in a weekend, but it's worth the effort that it takes to read it and understand the basis by which miss ran formed her philosophy, why she formed it and how she reasons it out. It's carefully thought out. It's carefully crafted and if you really want to seriously consider iron rand's philosophy, even if you want to tear it apart, at least do her the courtesy of understanding at first, and this is what's required to understand it moving on from Iran because she's not the only offer I recommend to read when it comes to how to think about the world and what it means. I would recommend a more contemporary author, Jordan Peterson and his 12 rules for life. He calls it an antidote to chaos. The spectator says it's one of the most important thinkers to emerge on the world stage for many years.

Speaker 1: [10:26](#) This book is both humorous. It's informative and Peterson goes into such obscure topics is what we can learn from nervous systems of lowly lobsters about standing up

straight with her shoulders, back and moving confidently through life. Why you should never let your children do anything that makes you dislike them. Why the ancient Egyptians so revered the capacity to pay attention that they worshiped it in the form of a God. Peterson discussed his discipline, courage and the necessity of clear, truthful thinking, distilling the discoveries of science and lessons from the great myths of the world into 12 profound directions for living properly within the order and chaos of our lives. This is a good book and again, I don't agree with every idea. Let me just say this as a caveat. Over all the books I'm going to recommend. I don't agree with every idea and every one of the books, but I agree with enough of them that I find the books worth reading and recommending.

Speaker 1: [11:16](#)

So Jordan Peterson, 12 rules for life and antidote chaos. Next, something completely different is a book by Andy Andrews called, how do you kill 11 million people? Why? The truth matters more than you think. This little book that you can read it an afternoon if you read it with an open mind, I believe can change the way you view politics. From now on, I'm going to say no more other than you should read this book and don't go reading about it until you've read the book itself. It stands on its own. You're a smart, powerful person. You could interpret it without anybody else's lens to look at it through, read it, and let me know what you think. The next few books I'm going to recommend you might think of as not being really philosophical books, but they are in that they address how we think about life and how our thinking is often controlled by other people.

Speaker 1: [12:12](#)

So with that paradigm shift about the books were referring to. Let me go through them quickly. The first one I'm gonna recommend to you is a book by Eric Hoffer called the true believer. Thoughts on the nature of mass movements, so much of what happens in our society today, so much of the things that we debate in the media, so much of the hate speech, the anger, the vitriol, the division in the country and the world comes from mass movements. I think we owe it to ourselves to understand what these mass movements really are, how they operate and how they become mass movements and why people are so willing to abandon reason and just buy into a party line espousing the beliefs of the movement that they identify themselves. This is a book well worth reading a word of warning. Many people will find it offensive because it'll refer to their movement and they won't like that.

Speaker 1: [13:03](#)

Next on the list is a book by Robert Cialdini, which I usually recommend under the guise of marketing, but I think it has a place in this list of books because it's about

why we do the things we do and how we are manipulated by other people into doing the things they want us to do. It's called influence science and practice. There had been over a quarter million copies of this book sold. How does that information make you feel about the book? If even for just a moment you thought that a proven and popular book might be the one you're interested in, you may have been persuaded by a potent principle of influence in this case, the principle of social proof. Have you ever found yourself saying yes to a telemarketer or to a child selling candy at the door and then wonder why you just agreed to subscribe to a magazine that you really are interested in or buy candy bar that you really don't want, that you won't even eat in this revised, updated, and expanded book?

Speaker 1: [13:55](#)

Not only will you find out what techniques were used to get you to say yes, but you also learn some worthwhile ways to defend yourself from future requests. This is a book you must read and it will open your eyes to what's being done to you everyday. Probably will make you a little bit upset, but I'll give you more power over your own decisions. Next on our list is a book by Luke Reinhardt. It's called the book of Esther. Now, many of you may not be familiar with Este. Es was a movement created by the legendary Werner EHRHARDT EST stands for earhart seminar training, and this was a life transforming closed door experience and it was much debated at the time people thought it was a cult, but it has profound influence over the modern self help and human potential movement. In fact, most of the self help seminars and improvement programs that you're aware of, famous names that if I said their names, you'd recognize them immediately.

Speaker 1: [14:55](#)

I'll just leave that to your imagination, but if you can think of them, they have their roots in the St Movement. You'll see the similarities. When you read this book. This book is as close as you can come to experiencing asked. It doesn't exist anymore. It's original form. It's as close to you come to experiencing asked without having been there. It's very important that you read this book so you can understand the modern self help movement and where it's origins actually are. The next three books are books that have been around for a long time and they continue to sell even though they're authors are no longer alive to promote them, which I find fascinating. I think there's something to be said for a book that survived it's author and continues to sell hundreds of thousands of copies, and the something that's being said is this is a book worth reading and worth preserving.

Speaker 1: [15:38](#)

It is timeless. The first is a book called how to win friends and influence people by Dale Carnegie. Some people

think this book is about manipulation that may be so, but it is really, I believe about how to deal with human beings in a way that respects them and treats them as the important creatures they are and get them to pay attention to what you have to say required reading. The next book is a compilation book that I got from Barnes and noble by Wallace Wattles. Wallace wattles, a man with a funny name, but a serious history. This book includes three classics, the science of getting rich, the science of being well, and the science of being great. Wallace wattles was the person who really, I believe, originated the new thought movement. This is the movement that includes people like Dale Carnegie. It includes people like Napoleon Hill, Maxwell, malts, many others, especially everybody who teaches the secret or the abundance space, the new thinking movement, whatever label you want to put on it.

Speaker 1: [16:49](#)

It all really originates in the writings of Wallace Wattles and the science of success, a good baseline textbook in his initial writings that so much of this current material is based on, and it's important that you know the sources to these ideas. Most people see a book like the secret hit the best seller list, and they think it's an original idea that's never been exposed before and they don't know the history. That these ideas are ideas that have been around for a long time to have a profound history. They've been tested over time. They're either shown to be true or false. There are to be tools of manipulation or tools of personal growth, legitimate tools of personal growth, but knowing the history of the field is vitally important, especially if you're involved in the field in any way. Many people who listen to this show are involved in the human potential movement in helping people improve their lives and being coaches, life coaches, consultants, teachers have abundance of wealth, health, prosperity.

Speaker 1: [17:44](#)

You should know the origins of your industry so you can repeat those and not repeat its mistakes. And finally, the last book in the category I'm gonna recommend is a book by Viktor Frankl called man's search for meaning. This is one of the most powerful books I've ever read and it will help you examine what life really means to you, what success really means to you, and what it takes to actually be successful. If that's important to you and those questions means something to you, you should definitely read this book. So those are all books in the area of the philosophy of life. Having a viewpoint on life. Understanding why you think, what you think about life, what you believe and why you believe it, and I think they're important to having a worldview that makes sense. You've thought about carefully. You've evaluated thoughtfully and you've integrated it with your experience of reality so that it means something rather



than just a mongrel philosophy that was assembled by accident, which is what most of us have when we become adults.

Speaker 1: [18:39](#) So let's move on. Let's talk about the area of money and finance. All right, let's start off our discussion of money and finance books that I recommend to you by giving you this caveat, which is I'm going to give you a bookstore contradict one another. I think that part of the job we have is people who think about our lives and decide what we believe about life for ourselves is we have to be able to take disparate opinions and figure out what's relevant and what's not. It's sort of like as it was described to me, reading a book is like eating a chicken. You need to decide which parts you're going to eat, which parts you aren't. So I'm going to skip the feathers and the claws and the beaks and just focus on the meat and if you're a Vegan or vegetarian, I'm sorry, I don't mean to offend you, so you don't need to bother writing to me and telling me re those books you recommended contradict one another.

Speaker 1: [19:22](#) I already know that, but I'm leaving it up to you to be smart enough to read them. Take what's relevant and meaningful to you and assembled together your philosophy. This is not about making you think like I think it's making you think and come to your own conclusions because that's what you're going to do anyway. I might as well play along. So I'll start with Dave Ramsey, two books by Dave Ramsey, financial peace and total money makeover. Now, many people debate whether Dave Ramsey's ideas are all 100 percent sound. As you know, I said earlier in this program, I don't agree with everything every author says, but this is a book that is much needed in today's society because Americans are deeply in debt, one paycheck away from homelessness and disaster financially, and they need to get their act together. So this is a couple of books that we need and Dave teaching is teaching that we need.

Speaker 1: [20:15](#) Moving on, I'll recommend a book by Rabbi Daniel Lapin called, Thou shall prosper, 10 commandments for making money, and this gives the viewpoint of the Jewish people about money from the standpoint of a rabbi. So I think he's somebody who's qualified to speak on the topic. This is a valuable book, is a paradigm shifting, but for many people, for me included, and by the way, Dave Ramsey recommends this book. He's interviewed Rabbi Lapin more than once in the past. So it's a book I certainly recommend to you as well. Then I'm going to recommend a book Tony Robbins called unshakeable. Your financial freedom playbook, creating peace of mind in a world of volatility. I find this book to be fascinating because when Tony First published his other book, money master the



game, I was enthusiastic about it until I read it and then I felt that some parts of it left a bad taste in my mouth.

Speaker 1: [21:07](#)

I felt like there were some people in the book who are misrepresenting their position in order to sell more of their stuff and much to his credit, Tony Robbins published this new book and an addendum to the old book *St.* Just that speaking out and saying, look, I have reached some new conclusions about how financial investment companies operate and how some of them may not be operating in your best interest and therefore we have a new paradigm to discuss in this book and this book is much mercifully much shorter than the other book. The other book is like 800 pages long. This one is a much quicker read and it is powerful, insightful, and I think it gives a good solid roadmap for anybody who wants to build wealth in today's world. And finally, I'll recommend Napoleon Hill's *think and grow rich*. This is a book I've been in and out of love with overtime, but I currently believe it's a classic that is worthy to be on your shelf and worthy to be studied.

Speaker 1: [22:09](#)

There are parts of it that especially if you're a Christian, you're going to find them bizarre, which is funny because so many Christians recommend his book that I think many of them have not read it because if they had, they would mention there are some parts of this book that are kind of bizarre, but just because they're bizarre doesn't mean you shouldn't read the book. In fact, we Christians have a book that's full of bizarre stuff and we recommend other people read that, so turnabout's fair play. Napoleon Hill, *think and grow rich*. Check it out, read it for yourself. It's a valuable book when it comes to the idea of creating wealth and becoming rich and how that's based on how you think. I'm not talking about magical thinking. Read the book. You'll figure it out.

Speaker 1: [22:50](#)

Let's move on to business. Building a business being an entrepreneur. Seminal book that turned my life around. It was a book called *the four hour Workweek, escape the nine to five, live anywhere and join the new rich*. This is the book by Timothy Ferriss that put him on the map. He says, forget the old concept of retirement and the rest of the deferred life plan. There is no need to wait and every reason not to, especially in unpredictable economic times, whether your dream is escaping the rat race, experiencing high end world travel, earning a monthly five figure income with zero management or just living more and working less. This book is the blueprint and that is really what it is. Now, do I aspire to working only four hours a week? No. I enjoy what I do for a living. I want to continue to be productive.

Speaker 1: [23:36](#) I think Tim Ferris, if he were here, would say, well, I don't intend for people to just work four hours a week and be lazy slugs rest of the time. I figure people are going to do things they're passionate about that, care about that and those things to other people might look like work. I think it's what he was saying, so I recommend this book. It's the best book of its kind. It's the. It created a whole genre of books, really the whole genre of knockoffs and imitators, but there's nothing like. The original. Next up is a book called deep work by Cal Newport, rules for focused success in a distracted world. If you ever think about the fact that your own attention is so fractured today by social media and all the messaging that you are bombarded with all the time and all the interruptions, the ways you can be interrupted with the devices in your pocket, in your briefcase, on your desk, it's crazy how hard it is to stay focused on one central thing for half an hour, like reading a book.

Speaker 1: [24:31](#) For instance, as we were talking about reading books, when's the last time you sat down and read a book for an hour? Just uninterrupted reading of a book for a solid hour? When was the last time? Right now you might say, well, I do that all the time. Really? Do you go for a solid hour reading without checking email, without looking at voice messages, without looking to see who just called you without responding to some buzzing, vibrating, flashing, blinking thing on your computer screen without somebody interrupting you with an urgent message that has to be answered right now, that's not urgent at all by any stretch of the imagination. Have you really had an hour of uninterrupted reading time? I doubt it, and if you have, congratulations and Kudos to you creating an environment that supports that very important activity, deep work by Cal Newport. This is a very practical book that will give you the rules and the template for how to have more focused work time so you can actually get deep work done and do your best, most important work before everybody else's priorities, overtake and destroy that work.

Speaker 1: [25:30](#) Finally, in this category of building a business, being an entrepreneur, and you might say, well, I don't understand why this book belongs in this category. I will. I will tell you that the book I'm about to tell you about belonging to this category because the way you think about the world and where it's headed affects the way you think about your business and about entrepreneurship and the whole concept of making money by doing good and helping other people. This book will change the way you see the world almost guaranteed because if you've been looking at the world through the lens of media, you think that the world is going to hell in a handbasket, that things are getting worse all the time, that we're becoming more

spiteful, more angry, more hateful, that there's more genocide, there's more atrocities committed. If there's more illnesses, there's more murder, that there's more mayhem, and that's simply not true, and the book I'm referring to, if you haven't guessed by now is called fact fullness.

Speaker 1: [26:19](#) 10 reasons were wrong about the world and why things are better than you think. It's by Hans Rosling. If you'd never seen his videos, you owe it to yourself to go to youtube and Google Hans Rosling and this book will give you a new way of looking at the world and in case my recommendation is not good enough for you, Bill Gates says, this is one of the most important books I've ever read, an indispensable guide to thinking clearly about the world. So they're Bill Gates. Boom, boom. Next up, we're going to take on a few books about marketing, but since I talked about that all the time will be a short list, so the marketing books I'm going to recommend or books you've probably heard me recommend before. If you've heard me ever recommend books at all and some of them are new to the list, but most of them are not.

Speaker 1: [26:58](#) I'm going to spend less time on these because I talk about this all the time, but these are important and the list has been updated. Most notably with Seth Godin's new book. This is marketing. He says, you can't be seen until you learn to see, which is really a variation of Stephen Covey's one of the seven habits of highly effective people, which is first seek to understand then to be understood and it's a vital principle of communication and respect for other people. Seth says, this is the chance you've been waiting for the opportunity to bring work. You care about people eager to engage with it, pay you for it and talk about it. He says, I believe that the only way to make differences, to truly see and understand the people you seek to influence. Once they're fully engaged, there'll be happy to help you spread the word.

Speaker 1: [27:41](#) People like us do things like this. That is going to be the mantra I believe of Seth Godin Zone Movement, as he continues to grow it and spread his ideas. People like us do things like this brilliant line that expresses an entire philosophy of marketing that I wholeheartedly endorse. So get this book, digest it, read it, and put it into practice in your business. Next up, I. You know, I typically talk a lot about copywriting because I am best known as a copywriter and direct response marketer, so I'm precisely not spending a lot of time on that subject today because it's what I always talk about, but I will say this, when writing copy, one of the biggest challenges I see people have is they don't know how to tell a story about their product or their service that is meaningful to their customer, to the person they're trying to serve, the

people that seth was just talking about, and that selection just read from his book.

Speaker 1: [28:35](#) The best way I know to learn how to tell the right story is through a book by my friend Donald Miller, and the book is called building a storybrand. Clarify your message so customers will listen. This is a seminal work. You must own this book and understand it and internalize it, and if you have the opportunity to go to one of Donald's workshops or having work with your company, I strongly encourage you to do so. Building a storybrand by Donald Miller. You will not be disappointed by this book. Next, one of the greatest marketing books ever written, which was not intended to be a marketing book, it's by Rick Warren. It's called the purpose driven church. Its subtitle is every church is big in God's eyes. You could just as easily substitute the word business for church and his book and it would still work just as well.

Speaker 1: [29:16](#) I don't think that makes it less valuable to churches are less important or meaningful or correct your churches. I think it makes it more important in meaningful to businesses, if that makes any sense to you. If it doesn't, just ignore all that and just decided that. Me saying it's one of the most important marketing books ever written is make May. Maybe it makes it perhaps makes it worth you. Taking a look at this. When I first read this book, I was reading it from the standpoint of church growth and as I continued read it, I realized, holy cow, this is the best marketing book I think I've ever read. I'll leave it at that. Get to book, read it, discover it for yourself. It's a powerful marketing book and I'm going to give you four more business books that I'm gonna recommend. I'm not going to go into detail about these books because I've talked about them extensively in other places, but I'll tell you that I recommend you get Jay Abraham's getting everything you can devalue.

Speaker 1: [29:59](#) Got. He calls it 21 ways you can out think, outperforming out, earn the competition. This is a book that summarizes many of Jace most leverageable ideas, the low hanging fruit in his arsenal of tools that he has, which includes thousands of different tools. He is America's number one marketing wizard. That's a title that he deserves and holds, I think without contest, everybody from daymond John and Tony Robbins recommends Jay Abraham's worked. He's been influential in the lives of those people and many others, including my own, so getting everything you can out of all you've got is an important book for you to have to read, digest, and put to work. Next up is a book by my friend Perry Marshall. It's called 80 slash 20 sales and marketing, the definitive guide to working less and making more. I know that sounds like a hypey, cheesy

title, but it's absolutely true, so you must check out this book, 80 slash 20 sales and marketing.

Speaker 1:

[30:48](#)

It helps you to focus on the small portion of sales and marketing activities that actually produce the majority of your revenue. Wouldn't you like to stop wasting your time on things that don't produce revenue? This is, this book is the answer to that question. The next book is another one that may put you off because of the title, but I recommend you get past that because this man has perfected a system of selling things online that has created hundreds of millions of dollars of results for not for him, but for his customers, for his students. That's an important distinction to make. Now Jeff Walker makes plenty of money on his own. He's a very successful entrepreneur, but even more importantly, he's helped other people become successful doing the things that he recommends, and that's just as important to me or perhaps more so. He's the creator of the product launch formula, which is a system for launching products online in a very systematic way that is almost always successful. It's called the book is called launch an Internet millionaire secret formula to sell almost anything online, build a business you love and live the life of your dreams. Big promises that he boldly answers in this book called launch. It's the best \$17, ninety five cents you can invest in a marketing education, I believe, other than my book on copywriting.

Speaker 1:

[31:58](#)

I love you jeff. Alright. This book has been around for awhile, but it's still just as relevant as it was today was published. Now, some of the tools that are referenced in the current edition of this book are a little outdated, but I understand there's an update coming and despite that fact, that doesn't change the nature of the principles that are taught in this book. They still stand just as strong. The book I'm referring to is platform get noticed in a noisy world. A step by step guide for anyone with something to say or sell was written by my friend Michael Hyatt and this is a modern day classic in the world of Marketing Online, getting noticed and getting your message out. You must own this book and understand the principles that he teaches, so just do it. Don't question me, just do it. I mean that in the most loving kind way possible.

Speaker 1:

[32:39](#)

List of books for me would be complete without a list of books that I've been reading currently on health and wellness. You may or may not know, may not care that I had been diagnosed with Parkinson's disease. That diagnosis came through in 2011, so I've been living with it for awhile and living quite well. Thank you very much. I'd rather be without it, which is why I support Michael J. Fox foundation and I encourage you to support them as

well because are I believe the leaders in the fight for a cure for this and related diseases. But with that being said, even if you don't have that kind of disease, I know you want absolute optimized health regardless of your current condition. So I recommend a book called younger next year. It's a guide to living at like 50 until you're 80 and beyond. It's by Chris Crowley and Henry Lodge and it's all about turning back your biological clock.

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It's not the most cutting edge latest book on this topic, but I think it's one of the best. Still stands as a classic. I think it will for a long time. It's based on time tested principles, not just on new cutting edge ideas that may or may not stand the test of time. This book will so younger. Next year is definitely on my list. The next book on my list is a new book called under dot. Why health care has failed you and how you can become smarter than your doctor. Six steps to seizing control over your health. It's written by a medical doctor, William Davis, the Number One New York Times bestselling author of wheat belly, and we belly total health. I can't say enough good things about this book. It is controversial. It will test you, maybe make you angry in some cases, maybe make you shake your head and said no way.

Speaker 1: [33:58](#)

That could be true in some cases, but it's well worth reading. The ideas are very timely and important and that leads me to a couple of other books on brain health. Obviously I have a keen interest in brain health and you should too, just saying number one is the brain warrior's way. Ignite your energy and focused attack, illness and aging, transform pain into purpose. It's by Daniel g dot amen, and his wife Tanya Ayman, and it's worth reading and acting upon as well as brain maker by David Perlmutter, md. It's the power of gut microbes to heal and protect your brain for life. You know, when I was first diagnosed with parkinson's, I was discussing the ideas with some of my physicians at that time about gut health and about the microbiome and I was told by a couple of people in the medical profession that is just frinGe science and pseudoscience.

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there's no proof of that. Well, seven years later, those same people will say, professionals are telling me, hey, have you heard the latest studies about gut health and the microbiome? This is really promising is an area of research, so it's obvious to me that people who have certain conditions are often ahead of the medical professionals in the field. When it comes to cutting edge developments. That doesn't mean we're always right. It doesn't mean you should just try the latest crazy idea that you heard on the internet, but it does mean it's worth keeping an open mind to new ideas and reading books like this will help you do that very thing. The next



two books fall into the category of what I call profound knowledge books where an author is taking the time to assemble the great ideas of other thinkers into resources that we can use readily for our own lives.

Speaker 1: [35:25](#)

They're both by the same author, tim ferriss, and you might guess if you know anything about 10 by now, you know the two books I'm going to be talking about. There are tools of titans, the tactics, routines, and habits of billionaires, icons and world class influencers. This is a number one New York times best selling book. It is incredible resource of cutting edge ideas in many different areas of thinking. Just reading from the back cover of the book among hundreds of tactics. You'll learn how to optimize your mornings with tony robbins priming routine, how to go on the offense in your life like billionaire investor chris saka, how arnold schwarzenegger uses psychological warfare and how he made millions before he became a movie star. how the wizard of hollywood, Robert Rodriguez Parent's weaknesses into strengths, how to overcome setbacks and failure like former navy seal, jocko willink.

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How to push through fear and instill confidence like jamie foxx. How to find and stress test opportunities like iconic entrepreneur, marc andreessen, how to ask questions like best selling author, malcolm gladwell, how legendary music producer rick rubin uses saunas and tiny homework assignments. How to get unstuck and your creative work like paulo coelho, author of the alchemist, which is a book sold, 60 million plus copies by the way, how famous meditation teacher, tara brock, embraces and uses negative emotions, how to develop mental toughness with three practices from retired four star general stanley mcchrystal, and there's a whole lot more in this book. You should check it out. Again, the book Is tools of titans by tim ferriss, and the second book by tim ferris, I'm going to recommend to you is called tribe of mentors, short life advice from the best in the world. Tim says, we all need mentors.

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Here are more than 100 of the world's best. When we face life's tough questions, we need somebody to turn to for advice. In this book, you'll learn the three books. Legendary investor ray dalio recommends most often. How and why? Facebook cofounder, dustin moskovitz says no to most incoming requests. The meditation and mindfulness practices of David Lynch, jimmy fallon, sharon salzberg, rick rubin, rick, jada, sarah, Elizabeth Lewis, and others. The high school lost that motivated actor terry crews for life and how you can use the lesson. Why ted curator, chris anderson thinks pursue your passion is terrible advice. What? Why renowned designer debbie millman believes in therapy but not in work life



balance. The bar complex exercise that keeps country star. Tim mcgraw young. I thought it was faith hill. They kept me on. Just joking. Why? Best selling author, steven pressfield believes college students should drive trucks and become cowboys. Why? Comedian patton oswald wishes at least one catastrophic failure on anyone in the arts. Why extra? Ben stiller likes to duck his head in a bucket of ice water in the morning and why? Dropbox cofounder drew houstons cheat sheet for his younger self would include a tennis ball, a circle, and the number of 30,000. these are some strange ideas, but they're very useful. You owe it to yourself to have this book on your shelf as well. It's called tribe of mentors by tim ferris. Those are my books.

Speaker 3: [38:05](#)

Recommendations. If you want to completely reinvent your life and your thinking, let me know what you think, but books would you add to the list? What books would you leave off? Why? It's all open for discussion at [inaudible] dot com four slash 27 slash seven. Until next time, my prayer for you is always is that you enjoy long life, good health, and much prosperity, peace to you and peace to your house.

Speaker 2: [38:27](#)

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