



## Ray Edwards Show, Episode 400 Declare Delusional Dreams and Define Your Destiny

- Speaker 1: [00:01](#) Ray Edwards Show, episode 400 and you've heard it said that you should set goals that are ambitious but not delusional. I'm telling you, you should set delusional goals that declaring delusional dreams can define your destiny.
- Speaker 2: [00:20](#) [inaudible] the Ray Edward Show. This is the podcast for prosperity with purpose. [inaudible].
- Speaker 1: [00:30](#) Today's episode starts a series of shows in which I'm really going to drill down and try to give you tools you can use to change your life, to change your business, to change your family, to change your relationships, to change your world, because that's really what I'm here to do. I know you know me is the copywriting guy that I've written great ad campaigns and help construct marketing campaigns for really fancy people and made lots of money and that's all true and I love all of that. I, I relish the fact that I've been privileged to be able to do those things and yes, I'm bragging about it and it's not even a humblebrag. Okay, so let's get that on the table. But really what I'm about today is moving from there to the larger scope of impact. I believe I can have by helping people use the techniques that I know about persuasion and about changing your mind, changing the way you think about things so that it changes your world.
- Speaker 1: [01:27](#) Because think about what advertising and marketing is really, it's about changing people's perception so that they desire a product or service so that they actually changed their behavior and go buy that product or service or switch products or services. That's what marketing and persuasion is all about and I'm here to tell you that's what life is all about because who's the first person you have to convince? If you're persuading somebody of something, who's the first person you have to persuade? You know this already. You know the answer is you are, and if you need to change something about your life, like your weight through your income or your net worth or your relationships or the fact that you're depressed all the time and you don't want to be anymore, the first person you have to persuade that it's even possible to do is you. Then the first person you have to persuade about how to make the change is you being able to be persuasive is first and foremost about being able to persuade yourself.

- Speaker 1: [02:35](#) Now that's all set up because that's not actually what today's episode is all about. Today's episode is about why I believe you should declare delusional dreams. You should set outrageous goals and I believe you should state them publicly. Now, I know there's lots of debate about this. The debate is something that springs mostly from the work of Derek Sivers who proposed in a book that he wrote that you should not share your goals publicly because many people get the satisfaction, the dopamine rush, of achieving the goals simply by telling people about it. So just by saying it enough times, you may be getting the satisfaction you need in order to stop you from actually doing the thing that you set a goal about to begin with. I think there's some truth to that and I also think it's a really great excuse for not putting yourself on the spot.
- Speaker 1: [03:30](#) Example, I recently released a youtube video with this title. I'm getting a private jet and I was serious. Now it doesn't mean that I was ready the next day to go out and write the check for the jet because believe it or not, that was not in the Edwards family budget. However, I'm dead serious about this and I'm going to start by saying this. You need to be okay with wanting what you want because you want it as long as it doesn't harm somebody else. As long as it's not illegal, immoral, or unethical, you should be okay with wanting whatever you want. Why? Because you want it. You shouldn't feel like you have to justify it to anybody. And you might be tempted to say, well, Ray, if that's the case, it seems like you devoted a whole episode of your podcast to defending or justifying why it's okay for you to want a private jet. No, I frankly, I don't care what you think about me wanting a private jet. Well, I do care in this way. I want this to be a lesson that will allow you to want the things that you want and we'll give you an idea. But how to go about getting them.
- Speaker 1: [04:58](#) So let me start by talking about a little bit about why I want a private jet. Why would you say this publicly and what happens if I get it or if I don't get it? It'll make more sense as we go along. Why I want a private jet? Well, the first biggest, most important reason for me is the less stressful travel will be. If I have a private jet, I travel is a priority for me. I am 53 years old, soon to be 54 I have a degenerative neurological condition. So let's just assume that I'm going to take great care of myself and I'm going to live out my fullness of days, which I do assume. And let's assume that that fullness of days is the 78 years average that human beings live according to actuarial tables in the life insurance business. According to my calculator, that means I have 24 summers left to go.
- Speaker 1: [06:10](#) Now. I intend for it to be more, but I'm just making a mathematical assumption based on actuarial tables,

which are a good basis to make calculations on. I think so. I've got 24 years left on the planet, which is a lot less than I have behind me and I want to make the most of those years. I want to make them count. I want to make them matter. I want to have impact like I've never had before. I want to beat, you know, I don't know if you listened to Ed my let, but if you don't, you should check out his podcast, his youtube, his social media. He's phenomenal. He's my new digital mentor. Um, he doesn't know it yet, but we're great friends. He's going to find that out. And I love, love, love the way he talks about mortality. As you know, I've been conscious of this for quite some time now. I've got a Memento Mori Tattoo on my arm. That means remember one day you will die. And on my other arm it says DTI above that, which means so live abundantly.

Speaker 1: [07:22](#) So I love the way Ed talks about this. And he, he recently had a guest on his show, Jesse Itzler, who if you don't know Jesse, Jesse is married to the founder of spanx. And he wrote a book called living with a seal for 30 days anyways about the experience of having David Goggins, the toughest man in the world, come live with Jesse for 30 days and help Jesse get into shape. And Jesse's done many more remarkable things in that he started marquis jet. Speaking of jets, I didn't realize this and I tuned into that episode, freaked out cause I was like this is exactly what's on my mind these days. So Jesse pointed out that he too is very conscious of mortality and he pointed out if you are a person who spends maybe a couple of visits with your parents per year and your parents are older and maybe they have 10 years left, statistically you don't have 10 years with your parents. If you visit him twice a year, you have 20 visits.

Speaker 1: [08:32](#) Wow. That's huge. To break it down into reality. So I've got 24 years, I've got places I want to go, people I want to visit, I've got people I want it to bless. I want to take them places. I want to do it in a way that does not stress me out and wear my body down and travel by airliner does just that. It wears me out. I don't love it. I tolerate it because I want the result. I want to get to these places that I want to go, but it would be a lot less stressful if I had my own plane.

Speaker 1: [09:12](#) If it meant I could skip TSA, I could skip the crowds at the airport. I could just pick up the phone and say, tomorrow I want to go to New York City and my pilot would say, I'll be there to pick you up at what time? So low stress, convenience, speed. That trip to New York becomes a direct flight of about four hours. Instead of me having to stop somewhere for a layover for two or three hours, possibly getting into delays, have to face the lines boarding and disembarking and TSA and Blah, blah, blah,

blah, blah, blah, blah, blah, blah. I get to skip all that. Speed. Getting deals done faster. It's a tool of influence. Trust me. If you have a private jet, you have more influence and therefore you can have more impact. Now, why would I stay to go like this publicly? Because I'm already taking heat for him. We're taking criticism for it. People saying it's a stupid financial decision. I should really be careful. I should not let my ego get in the way. This is not about my ego, my friends. And even if it is, I don't care that you think that.

Speaker 1: [10:24](#)

What if I fail? What if I say this goal and I fail? So what? Who Cares? Nobody. That's who cares. That's a fact. The truth is we spend far too much time worrying about what people think about us. When people don't think about us, they are busy thinking about themselves. So I'm not worried about what will people think if I fail. And plus I don't think there's such a thing as failure. I think there's just results. And if you learn from them, you did not fail. You performed an experiment and you know one way not to do this thing. So I'm not worried about failure, but here's some other what ifs. What if somebody can help me? What if somebody listening to this podcast or who watches my youtube channel saw my video and what if that somebody sent me a direct message last night?

Speaker 1: [11:12](#)

It said, saw your video. No, somebody who can help you with the jet thing. Do you want me to connect you? And they did. Now will that be the deal? I don't know. We'll find out. I do know that connection would not have happened if I had not stated my goal publicly. So what if somebody can help me? What if I meet new interesting people and pick up on new opportunities that I never would've had the knowledge of before? What if I get new experiences that I never would've had before? What if I learned something about the power of using my platform to make declarations like this and cause things to happen? What if this becomes a powerful tool to teach other people how they can have more impact, influence and achieve more of their desires more quickly by being very transparent on their platforms about what their goals are.

Speaker 1: [12:06](#)

What if I inspired people to realize, you know, maybe I should have delusional dreams cause ray wanted that jet and he got one. I'm rehearsing in my mind the fact that I've already got this jet and this is not magic. This is not the secret. Well it is a secret, but it's not that well kept. The secret is what you think about all the time influences your behavior, which influences your actions, which influences the outcomes you enjoy in the world. So if you think all the time about getting a private jet, the likelihood you're going to get one is much greater than if

you didn't think about it at all. So why am I telling you about this now?

Speaker 1: [12:48](#) Well, it's very simple. I want to inspire you to declare your own delusional dreams because this is how my friends, we define our destiny. I propose to you that if you don't have dreams that are delusional, you're not dreaming big enough cause it's not a dream really. It's not a lofty ideal. It's not a worthy goal. If it's something you know you can do and it's just a matter of doing it, then maybe you haven't stretched far enough. This is why I encourage you to declare your delusional dreams. Why do it publicly? Because it gets leveraged on your butt. That's why, because you said it publicly, people are going to ask you about it. People are gonna expect to hear report about what happened. You're going to feel pressure to get it done and this is a good pressure that you're feeling. I believe this is use stress, not distress. Distress is unhealthy stress. It's bad for you. Stress is the feeling of urgency that is fueled by anticipation that causes you to get into gear and get things done.

Speaker 1: [14:09](#) So declaring it publicly. Yes. Leverage on yourself to make you kick into gear. Get into action. Start scanning your environment for clues about how you could make this thing happen. I've already had three calls about the jet. I put the video out 24 hours ago as of the time of this recording. Is it going to happen this week, this month, this year? I don't know. I do know as soon as I could make it happen, I'm going to make it happen. So I believe you should state your delusional publicly to get leverage on yourself and that this defines your destiny.

Speaker 1: [14:59](#) Destiny is simply a fancy word describing your destination, where you end up, where you end up as a result of what you do, your act, the actions you take, the roads you choose, the steps you walk, what you do is largely a result of how you feel, how you feel is largely a result of what you think about and what you think about my friend is up to you. So my question is what will you think about? What is your delusional goal? What is your outrageous dream? I encourage you to state it publicly. You can do so right under this podcast on my website. Go to [inaudible] dot com slash 404 zero zero which is the number of this episode and Post Your Delusional Dream, your outrageous goal and why it's important to you. Do it publicly. Do this now. Do it in the next five minutes. Don't wait. Don't tell yourself a story about how you'll do it later because then you won't. You know this because you've been there, posted on social, on Facebook, Twitter, Instagram.

Speaker 1: [16:20](#) Get some leverage on yourself. And then I want to hear about you achieving your outrageous go about you

experiencing the dream that everybody thought was delusional, but which is now become reality for you. Because what if that could happen? What if it were easy? What if it happens sooner than you thought? What if this idea, this concept, this moment that you're living in right now was the moment that changed your life forever. Come on somebody that makes me happy. It makes me excited for you, Huh? I want to hear what you're dreaming about, what your goals are. So post them and subscribe to this podcast if you haven't done so already. You can do it through apple, through stitcher, through Google, through Spotify. Tell other people about the podcasts. Spread the word. And until next time I pray that you prosper with purpose, that you receive the wisdom that brings wealth and that peace visits your house. See you next.

Speaker 2:

[17:44](#)

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