



## Ray Edwards Show, Episode 410

### How Mindset Creates Wealth With Cliff Ravenscraft

**Announcer:** *Ray Edwards Show*, Episode 410, How Mindset Creates Wealth with Cliff Ravenscraft.

[music]

The *Ray Edward Show*. This is the podcast for prosperity with purpose.

**Ray Edwards:** Welcome back to the *Ray Edwards* podcast. I don't know what episode number it is and my voice is all gravelly, because I got a cold.

**Tiffany Laughter:** Have you gone to the doctor yet?

**Ray:** No, I'm not going to the doctor. I think I'm on the downside of the cold. I talked to Dr. Gus, Dr. Gus Vickery, author of *Authentic Health*. You should get that book and read it. You should work with Dr. Gus, because he's brilliant and compassionate and not a nutcase.

**Tiffany Laughter:** He knows what he's talking about.

**Ray:** He told me, he said, "You need to take elderberry syrup, boost your immune system, anti-inflammatory, and you need to take Xycam." I said, "Does that stuff really work?" He said, "Oh, yes. It's proven scientifically that zinc in Xycam actually shortens the duration of your cold." I've been taking that and I'm feeling better faster than I normally would with a cold.

**Tiffany Laughter:** Have you been taking the elderberry juice or whatever?

**Ray:** Yes, it's a syrup. It's like cough syrup.

**Tiffany Laughter:** How much of it do you use?

**Ray:** A tablespoon.

**Tiffany Laughter:** A day?

**Ray:** Several times a day.

**Tiffany Laughter:** That's good to know since we're going into sick season.

**Ray:** Yes. Elderberry syrup, not lozenges, not anything, just the pure syrup according to Dr. Gus.

**Tiffany Laughter:** Okay. He is to be trusted.



**Ray:** He is to be trusted. This is why I sound so gravelly, but I'm going to be speaking with Cliff Ravenscraft. I did an interview with him over the weekend and you weren't here obviously to be part of the interview. Sorry about that.

**Tiffany Laughter:** No problem.

**Ray:** This question came up, I wanted to ask Cliff and we got into this conversation. I said, "We should record this." The question is about, is it possible to just mentally, spiritually attract wealth? Because I've always thought, "No." I've always thought you have to work hard to earn your money. Lately, I've begun to think about, maybe that's not accurate, because we've had several instances where money just flowed to us inexplicably, unexpectedly. While I'd like to say it's almost like magic, it's not exactly magic, but it seems to be happening more and more. I think it has to do with my spiritual alignment and my state of mind. You're looking at me. I can't tell whether you think I'm crazy or--?

**Tiffany Laughter:** No, no, I think it's totally badass.

**Ray:** It seems that way, doesn't it?

**Tiffany Laughter:** Yes.

**Ray:** I wanted to talk to Cliff, he's the mindset-answer man. He knows a lot about this stuff and he's also a Christian. He's a believer. A lot of Christians have problems with this subject, because they think it's voodoo or witchcraft or something like that. I don't think so. You saw lots of Cliff when we were in Franklin and his event. What do you think about his general philosophy about changing your behaviors, changing your life because you want to have a better life? What do you think about his approach to all that?

**Tiffany Laughter:** I think it's honestly refreshing. He goes for it and the way he talks about it and everything, it's really inspiring. It makes people want to do it.

**Ray:** Yes. Even when you're just talking with him, not when he's just on stage.

**Tiffany Laughter:** No. Like when you're having a conversation with him, it's like, "Whoa, this is working for you, obviously. Maybe I'll try it."

**Ray:** Then I see him sometimes, I feel as though he's talking with someone and he can help them. He hears them say something and he thinks, "I could help this person." I see him holding himself back, because he doesn't want to like pounce on them and just start offering an ask for advice. I think, well, you should ask Cliff about this because he can help you.

**Tiffany Laughter:** Yes. Well, and I think a lot of people aren't quite ready to be helped. They just want to complain about their problems a little bit.



**Ray:** That was me for a while. Cliff and I had been friends for a long time and he got into this whole-- It's funny, I helped coach you into this transition into being the coach guy. Then I saw him become the coach guy and he dove in a hundred percent and he's coaching everybody left and right and I thought, "Oh my god, I don't want him to coach me because I don't want to be confronted with all my stuff." I didn't say that out loud, but that's what I was thinking. I don't want to have that conversation with my best friend. Then one day, I turned the corner and I said I want to talk to Cliff. I want to have him coach me, because I know he can help me. I trust him. I trust his integrity and what he's about and why he does this.

**Tiffany Laughter:** Because you're friends, you can't hide from him either.

**Ray:** Exactly right.

**Tiffany Laughter:** Could work.

**Ray:** That's hard for me. I don't know if it's for everybody else, but for me I've always kept parts of my life to myself, especially from my friends.

**Tiffany Laughter:** Your "friends", because--

**Ray:** Because how good of friends are you if you're keeping things from them.

**Tiffany Laughter:** Right. Some things fine, but--

**Ray:** Well, some things are private and should stay private. Things between you and your spouse, but there's very few things that actually fall into that category. I guess I've come to realize if we're hiding something from people, there's a reason we're hiding it.

**Tiffany Laughter:** What was your reason for hiding some of that, do you think?

**Ray:** I know what it was. It's the same thing that we've talked about so many times before. I thought if Cliff really knows what I'm really like on the inside--

**Tiffany Laughter:** He won't like you.

**Ray:** - he won't like me.

**Tiffany Laughter:** What a weird thing for you to struggle with. It's pretty normal.

**Ray:** From the outside, I don't seem like-- I guess I didn't seem like a person who had had that problem from the outside, but as people get closer to me, they began to-- You came to work here and I think pretty quickly you figured out, "Oh, this guy's got some stuff he needs to work through."

**Tiffany Laughter:** Yes. I think that's probably why you didn't have somebody in your office for a really long time.

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**Ray:** You're absolutely right about that. You remember I talked about as you first worked here for the first few months, I kept saying, "I'm not used to having somebody in the office." You came in and I said, "Well help me sort through these papers." Then I realized, "Oh my gosh, she's going to see all my papers."

**Tiffany Laughter:** [laughs] McDonald's receipts.

**Ray:** My McDonald's receipts. Cliff and I had this conversation. I think it turned out to be very interesting. It's a different conversation, because we both haven't settled this issue for ourselves. We're talking through it in the conversation and I think you'll find it fascinating.

[music]

**Cliff Ravenscraft:** What's up my friend? Are, you're ready?

**Ray:** I was born ready.

**Cliff:** I was born ready.

**Ray:** I am so excited about this conversation because-- well, you know why. We'll get into it in just a moment. I want to introduce you properly though. This is my friend Cliff Ravenscraft. I'm sure you've heard of him. Just in case you haven't, he's the mindset-answer man. He's coached over 600 paying clients for one and a quarter-million dollars. He's had zero refund requests, zero, 100% satisfaction rate. Did I get that right?

**Cliff:** You almost got that right. Everything you said is accurate if you only look at one particular online course. Everything you said is only for podcasting A to Z. I may have trained or coached a couple of people outside of that course as well.

**Ray:** Well, you have, that's why I said over 600.

**Cliff:** Then yes, we're good.

**Ray:** I just wanted to give people a context that you're not new to this coaching game. You were born to coach.

**Cliff:** I believe so. I actually, no, I don't-- more than I believe. I'm absolutely certain that at my core, it's who I was created and put on this earth to be.

**Ray:** I'm convinced to that as well, because I've seen you come completely alive as you stepped more into this role, as you've taken off the Clark Kent glasses and become Superman. I've seen it with my own eyes and I'm so excited about it. The thing I'm excited about talking about today with you is this concept you and I have been talking about behind the scenes, which is does mindset create wealth? The reason it's important to me to talk about this with my audience, with my students is because there's a growing unease I have with working with students who believe



that their wealth and their money-making ability is tied to their ability to work hard, spend lots of hours.

The more hours they spend, the harder it is for them to work, the more money they think they're going to make. I know there's a disconnect somewhere, because Bill Gates does not work one billion times harder than any other person on the planet. It's not possible. He doesn't have a billion more hours in a day. What is happening there? Does mindset create wealth? I'm asking you the mindset-answer man, that question.

**Cliff:** I will say absolutely emphatically without any reservation, mindset does create wealth and also poverty.

**Ray:** Interesting. How does that work? Why is that true?

**Cliff:** Well, it's true because every belief that we have has consequences. When I think about mindset, I think about what's going on in our head or in our mind and what's going on in our mind is we have tons of thoughts that are directed by what we believe internally, what we have accepted that is true for us. We have this feeling of certainty about certain thoughts that, quite frankly, they just direct every action we take in life. Actually, they also direct how we feel emotionally. These beliefs, for example, you talked about the fact that you are hesitant to work with somebody who believes that I absolutely must work hard to earn income.

The reality is that you feel that to earn income, you must work hard or if you want to double your income, you might actually have to put in double the effort or certainly significantly increase the effort. Because if you have that belief, the harder I work, the more I should earn, then what happens is if you want to become extremely wealthy, AKA rich, if you will, with wild financial margins in your life, you can do it with that mindset.

Chances are if you're married, you may not be married for too long. Chances are when it comes to those elder years, your kids may have no idea who you are. They may have been very thankful for all the things you've bought for them. The reality is that you could be extremely wealthy and spend two hours a day everyday out on a lunch date with your wife. You can actually when the kids come home, spend three or four hours with them every single evening if that were your desire. You have to eliminate this belief that you have to work hard or harder to generate more money.

**Ray:** I'm going to speak on behalf of a listener who may be questioning this. That's where I'm coming from. I believe you, but I want to address the question on things on the mind of many people listening right now. "Okay, that sounds good. I like the sound of that. I wish it were true, but I just can't see how it's true. Show me how it's true."

**Cliff:** Sure. For me, what happened was I remember the time when I was charging \$150 an hour for my podcast coaching and consulting services. I was booked for two weeks solid. It was just crazy how much I was just booking my calendar full with all



these consulting calls. The problem was though, Ray, is that I've been in business for several years at this point, and I had been operating at such a deficit, because I did start my business out at 50-bucks an hour.

The thing is is that I'm doing really well. I thought that everything is, "Man, if I could just get people to pay me 150-bucks an hour, how awesome would life be." Well, at \$150 an hour, booking myself 20, 30 hours a week, the reality is that with the stay-at-home mom and three young kids, that still didn't add up to the kind of the financial margin that I wanted in my life. It didn't allow us to live the lifestyle that I felt called to provide for my family.

I remember going through my mastermind group and saying, "Hey guys, I'm thinking about raising my rates to \$200 an hour." I was shocked when my mastermind group told me, "That is a terrible idea." I'm like, "What? I thought you guys will be very supportive of this." They said, "No, you must raise your rates to \$300 an hour. You don't go from \$150 to \$200. You go from \$150 to \$300." I'm like, "You guys are nuts."

**Ray:** That seemed crazy to you at the time.

**Cliff:** It seemed insane. Yes, I guess that's another word for crazy, but it seemed ludicrous that I would jump up to \$300 an-hour. Of course, I had this mindset, "There's no way." For me to do that, I'd have to work twice as hard. I'd have to provide twice as much value. In my mind, it's like, "Man, I believe in the value that I have, but I'd have to have a whole lot more skill or education, wisdom, experience to able to charge those rates." Just all that mind jump that was going through my head.

I argued for my limitations. I argued for my limiting belief that, "I could stretch myself to \$200, but \$300, guys? Come on. Give me a break. Can you give a brother a break here?" At the end of the call, they said, "Okay, you have to charge \$200 per hour. You can't charge \$300. It's clear." I said, "What do you mean?" They said, "Well, if you were to try to charge \$300 with what you believe, whether you feel that you would communicate it or not, people would smell the fear on you if you told them that your rate is \$300 an-hour, and they'd run from you as far as possible. Even if was an email in writing, you would probably put one phrase in an email that would let people know that you have a lack of confidence in your ability to provide \$300 worth of value. Cliff, we agree with you. \$200 it is." Ray, I left that meeting, and I raised my rates to \$200. Guess what? My schedule still remained booked for [laughs] two weeks. It didn't change anything, and the increase in income, it wasn't all that significant. Then all of a sudden, somebody sent me a link to a Peter Shallard article. Have you ever heard of Peter Shallard?

**Ray:** Yes, Peter Shallard. I know exactly who you're talking about.

**Cliff:** He wrote this article called *Seven Reasons Why Doubling Your Rates Will Double Your Success*, and it's titled *Why People Want to Pay You More*. By the way, if anybody wants to go read that original article that I read so many years ago, it's at [mindsetanswer.com/doubleyourrates](http://mindsetanswer.com/doubleyourrates). All one word, and it will take you to Peter's website where you can read the article.

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**Ray:** Can I just say you're the best guest I've ever had at redirecting people through your website to different links and resources. You unselfishly recommend these great resources and you always have [mindsetanswer.com/doubleyourrates](http://mindsetanswer.com/doubleyourrates) or whatever you're speaking about. I think it's awesome. It's a service to our listeners, because they can remember the address, and it serves you because it redirects people through your website. I love it. I think everybody should do it. It's a best practice. I'm just observing a master at his craft, doing what he loves doing.

**Cliff:** Thank you. If you go there, I read this article. In 20-minutes, I made the decision, [chuckles] that quite frankly my mastermind group weren't able to convince me. If you read each of these seven reasons why doubling your rates not only will double your success, but will double the success of your clients. See, I was tied up in my own worth and struggling with my own mindset about worth. I didn't realize what I was costing, the opportunity cost of allowing clients to only pay me \$150 an-hour at the time.

**Ray:** Well, on top of that, it's interesting to me. I just realized you had a belief that had consequences, and your mastermind group was not able to change your belief because they just kept telling you, "Do this, do this, do this." Peter Shallard provided you with seven concrete table legs, if you will, to go underneath the tabletops, it was that belief that you need to charge more and it was good for your clients. Then you can have a feeling of certainty that he was right. You can believe it, and suddenly your mind was changed.

**Cliff:** That's exactly correct. I love what you pointed out there. The mastermind group says, "Cliff, you're worthy, you're worthy, you're worthy. You can charge this, you can charge this, you can charge this," for an hour. However, not once did they get into why. That's no judgment against the mastermind group, I've got to tell you. There has been so many times this mastermind group has done so many things for me that are off the charts when it comes to value that's been added to my life. I wouldn't be who I am today had it not been for this mastermind group.

In this particular case, they failed to talk about why I should charge \$300 rather than just saying you're worth it. Anyway, if you read this article, it's amazing. One of the things that really helped me understand this was the fact that, man, if I charge \$300 for the one hour instead of \$150, how much more am I going to show up trying to over-deliver to these people? I'd gotten to the place where at \$150, I'd jump on the call. They can schedule five minutes before the call, I'm prepared, ready to go.

At \$300, I might actually do a little bit of investigation about the person I'm getting ready to call. I might spend 30 minutes learning as much as I can about them by searching their social media profiles, their websites that they've told me about. I might do a little bit of pre-cough preparation. Then I'm going to be listening intently. I'm going to be working hard because, man, this is twice the amount I've ever charged before.

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Then the follow-up may even be more compelling, more rewarding. It's just like I'm going to be driven to over-deliver. Not to mention the fact that I love the idea that I might actually get paid more money and work less. What I mean by that is, let's just say that 70% of the people who would have said yes at \$150 say no, because I said \$300. Then all of a sudden, the number of hours that I'm working is less, but the amount of money-- Let's just make it real simple, because Cliff doesn't like live math, but he does like talking about himself in the third person every now and then.

**Ray:** Ray does too.

**Cliff:** Yes. Ray does too. [chuckles]. I love that. Here is the simple math. What if half of the people who would have said yes at \$150 an-hour said no because I went to \$300? Well, the great news is that if the other half say yes, I have now cut the amount of time that I work each week in half, and I haven't made a penny less. That rate answers your question, "How on earth can you get paid more without working harder?"

**Ray:** I think anybody can follow that logic and see that's true. What happens though when the numbers get bigger, because I found people's belief tends to begin to wane if the number gets big enough. If I tell people that my hourly rate is \$3,500 an hour instead of \$350, then sometimes they get total disbelief, total shock. What limits people from thinking big enough? If you want to be a billionaire, you can't be a billionaire thinking by the hour. You just can't. How does mindset come into that?

**Cliff:** All right, so mindset, you have to really come down to what do you believe about how you add value to other people's lives and the actual dollar value, if you will, of any advice that you give? If you think that anybody's paying you, like I used to, whether it's \$150 an hour, \$200 an hour, \$300 an hour, in all of that language I've used up into this moment, it was all with the understanding and still having the belief that people are paying me for an hour of my time.

There's a famous story that I tell a lot in a particular keynote address that I give, where I talk about the fact that this guy hired me for \$300 to solve a problem and I solved it within 90 seconds. He says, "Great, send me the invoice." I wasn't sending him the invoice, because I didn't feel like I earned it yet. Even at 300 bucks an hour, he's like, "Cliff, send me the invoice, please."

Anyway, what I've learned since is that people are never paying me for an hour of my time. What people are paying for is access to me and everything I have to bring to the table. When I realized that, "Gosh, I've walked this planet. I'm almost 47 in January and not only have I walked this planet for 47 years, but I've got some pretty amazing experiences. I've got some education, I've got some natural raw talent, I've got some skills that I've built over the years. I have 12 years of sales experience as an insurance agent, I have, let's see here, almost 10 years now, fulltime self-employed. I have some experience in physical transformation of my body, losing over 100 pounds of body fat and keeping it off for five years. I have had the ability to do things like not eat sugar for a year and a half with the plans of never eating sugar

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again for the rest of my life." Transformation after transformation. All of the different things I've learned.

By the way, I've set so many extremely crazy, insane goals and have achieved practically everyone that I-- Well, actually I have achieved every one that I've remained focused on. Failed miserably time after time again on how to get to those goals but still never gave up, and I've learned from all of my successes, all of my failures, everything that I've ever done, every experience, everything that I am makes me extremely valuable and it gives me so much to offer the person that I'm in front of or the group of people that I'm in front of. I've come to understand that God has given me the gift of being extremely valuable and to put a dollar figure on what that value is, it's crazy what it could be.

What does it mean for somebody? Let's just say I'm working with somebody who happens to work 60, 80 hours a week. He may make \$150,000 a year, but he's working around the clock, he hardly sees his family, he eats lunch at his desk every day, he's nervous and anxious about his work that he does, he hits the break room and eats bags of chips and sodas all day long, he weighs about 350 pounds and, Ray, he's been following me for years. He's been listening to me in my podcast on his commute to and from work every day for the last several years. He's been watching my fitness journey and he says, "Cliff, I've got to talk to you. Is there any way you can help me? I've been experiencing a lot of numbness in my toes and in my fingers lately-

**Ray:** Oh my gosh.

**Cliff:** - and I've got to do something." Now let me ask you this. This is a guy who's been on type II diabetes medicine, Metformin, high blood pressure medicine. It's causing him all kinds of sinus drainage that causes him to have bronchitis four to six times a year. He's doing well financially for him and his family.

**Ray:** But he's got one foot practically in the grave.

**Cliff:** Yes. One foot literally practically in the grave, because they're about ready to chop it off at the ankle.

**Ray:** Good Lord.

**Cliff:** You tell me, what would it be like-- What's the value for somebody like that if they could have, let's just say three 90 minute one-on-one sessions with me, and in three 90 minute one-on-one sessions, I'm able to help this guy radically change his beliefs about who he is and what he's able to achieve, help him get the leverage he needs to make lasting change in the way that he eats and the way he moves his body. So much so that after just three 90-minute sessions, his life will never be the same and over the course of the next 18 months, he drops over 150 pounds. He's off all of his Metformin, he's off all of his high blood pressure medicine and he's healthier and happier he's ever been before. His stress levels are reduced. Every area of his life has impacted. How much is that worth?

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**Ray:** You can't put a price tag on that, but let me just make it very practical for somebody to think this through. What would you pay to not have your foot chopped off? How much would that be worth to you? \$50,000? \$100? I think most of us would answer whatever it costs. That's amazing. Now, I'm imagining there's somebody listening right now who's saying, "Well, okay, that's great, Cliff, because you're amazing. You're Cliff freakin' Ravenscraft. I'm not you, I'm not maybe worth that much." What would you say to that person?

**Cliff:** I would say I'm glad you're not me, because the reality is that the world only needs one Cliff Ravenscraft. Trust me, my wife will tell you that [laughs]. I will tell you, whoever you are, the thing is, is you have so much value beyond your wildest imagination. Now, if I may bring my faith into the conversation, I believe that you were created by a creator and you were created for a purpose and that you were born ready to go.

I believe that naturally, you are given certain gifts and talents that you didn't have to work too hard to get. They just come naturally to you and unfortunately because you don't have to work hard for some of those things, you feel like, "Well, I have this belief that for me to earn lots of money, I have to work hard and has to be difficult." Because it comes naturally to you, you have this feeling like you have no worth or the things that you love to do just aren't as valuable as maybe Cliff Ravenscraft or Ray Edwards, and that's ridiculous thinking. It's just plain wrong. You have however many years of walking on this earth experience, chances are if you're feeling this way, you've experienced the number of failures in your life. Those are excellent.

**Ray:** Okay. That hits home. So true for me. I feel like there are people who are hoping it's true for them and I'm telling you, my friend, it is true. You do have just value. You do have the ability to use your mind to create wealth and it depends on what you believe. I know this to be true and if you've been struggling, I see so many of my students, Cliff, struggle against this. What I've come to think of as the upper middle-class mindset and the upper middle-class mindset to me is defined by believing that your work, your pay is directly tied to the value of your work. You're, in other words, your effort. How much thought, time, stress, pressure, all parts of your physical and mental self that you put into your work.

I believe that what I've observed with talking with millionaires and billionaires-- I have friends in both categories and I've seen that the people at the upper end of that spectrum have disconnected their belief about how much wealth they can create from how hard they work.

**Cliff:** I love that. Can I say something that resonates with me on a deep level with that? It's a breakthrough that I've just recently had in my mindset.

**Ray:** Please.

**Cliff:** I used to believe that I had to exhaust myself to earn whatever dollar figure that I want that was a stretch for me to want. Whatever is the upper limit that I want to push towards, it doesn't matter if it's 20K a month, 30K a month, 50K a month, 100K

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a month, it doesn't matter. The question is is, man, if I'm going to make two, three times as much money as I made last year this year, then I better put all of my time, effort and energy. When I'm talking about energy, I need to put my mental energy into it, I need to put all of my emotional energy into it, and maybe some physical energy as well, I need to stretch myself in the number of hours that I'm working.

It's almost though, Ray, there's been a number of times it doesn't matter how much value I gave my client. The question is, am I exhausted after I worked with them? If I'm exhausted, mentally, physically and emotionally, I've earned it.

**Ray:** Yes, that's that work ethic.

**Cliff:** I've just come to the place recently, where I don't believe that I need to exhaust myself at all to ever generate another penny again in my life.

**Ray:** Amen, brother. Absolutely true. I'm with you. You and I have so often been walking a similar journey at the same time, and this one is no different. My path to the revelation was a little different, but not that much, and it really involved chatting with a couple people who are in the billionaire category and realizing this guy does not tie his wealth to his work effort. He's got a whole different mindset. If I want to get there, I'm going to have a whole different mindset.

The next question for our listeners is, well, how do I get there? That's the work that Cliff does. He works with people to transform their-- I'm putting words in your mouth. Tell me if I'm right. You work with people to transform their beliefs so that they can become the person who God created them to be.

**Cliff:** That is exactly it. I help people change their beliefs about who they are and what they're able to achieve. I work with people who have this vision of what they believe their life should be like or what they feel called to live like, people who feel like, "Man, I feel like I was created to be debt-free, having more margin, the ability to spend more time with my wife and kids, invest in things, to be able to provide for them financially and to feel good about it as well. I feel called to live life at this level, but I'm not quite there. There's a gap between where my existence is today and the life that I feel created or call to live."

What I do is I take those people and I change their beliefs about who they are and what they're able to achieve, and I help them bridge the gap so that they can live that life of their dreams or to live that life that they were created to live.

**Ray:** We're going to pause in just a moment. I'm going to take you inside our members' area and talk to our members of the [miraclefactor.com](http://miraclefactor.com) and go a little deeper, a little weirder on this topic. Before we do that, if somebody is listening right now and they think, "I need to talk to this Cliff Ravenscroft, I need to know what he knows." How do they connect with you? How does somebody find out if they want to work with you? How does that work?

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**Cliff:** Well, the first thing I would ask them to do is a little homework before you reach out to me. I like to put a little stumbling block if you will, to see how much you're willing to do. I would encourage you to go to [mindsetanswerman.com/free](http://mindsetanswerman.com/free). You can sign up for a free one-hour video, which will teach you what I believe about how important what you believe is and it will also give you a transformative experience right there in and of itself. It's absolutely free, [mindsetanswerman.com/free](http://mindsetanswerman.com/free). It's a one-hour talk. It's the opening keynote address to my Free to Dream Conference.

**Ray:** Let me just say this, because I believe this, if you charged \$200 for that, it would not be any reflection of how much it's actually worth. It is so valuable, it's so important. It feels to me like years of motivational and self-improvement books and tapes that I listened to, all clarified, distilled, and put into a one-hour presentation. This is how important I believe that keynote is.

**Cliff:** Yep. Then if you have watched that one-hour keynote, then there will be information for you. It will be very easy for you to figure out how to reach me by email. Let's just put it that way. Then say, "Cliff, I watched your one-hour talk. Here's what it meant to me." That's how we get started.

**Ray:** Superb. I recommend if you feel any kind of tug, if anything was triggered in you, you felt a little, "Hmm, that feels like it makes sense to me," then you ought at least go watch this video and take it a step further. We'll have a link to that in the show notes. Cliff, thank you so much for being here for our podcast audience.

**Cliff:** It is my absolute sincere pleasure, Ray. Anytime, every time, I will be here.

[music]

**Ray:** There you go. That's where we arrived. We both feel like it's possible to attract money. I know how this sounds, because I'm a guy who likes to think of himself as being scientific and rational about things. I'm a guy who credits everything good in my life to God. I also believe this business of attracting things into your life through the, I know how nutty this sounds, through the vibration that you give off is a real thing.

**Co-host:** What would you use in replacement of vibration? What's a practical word that people could use?

**Ray:** Well, you could think of it as your attitude, your state, your mental, emotional state, your frame of mind. It really all comes out-- when I heard people talk about vibrations, I wish Cliff and I got into this. It made me think they were nuts. Then as I began to think more deeply about it, and really just starting to go through the work of Joe Dispenza, who's a scientist, and he started explaining, "Well, you have to realize we're electromagnetic beings, and we give off an electromagnetic radiation, our bodies, our nervous system emits electromagnetic radiation."



I know that's true. That's how they measure your brainwaves. They're measuring the electromagnetism you give off, the signal you give off, which the signal, electromagnetism, is a vibration. It's measured in hertz, which is how many vibrations per second, it gets off. As I realized, well, every one of us emits an electromagnetic signal to the environment around us. If we're emitting a negative signal filled with fear and doubt and turmoil and depression, this I believe is why when somebody who's having those emotions walks in the room, even if they got a smile on their face and they're being like all jovial, can't you sense there's something off?

**Tiffany Laughter:** Yes.

**Ray:** You feel like, "Umm." Thundercloud just came in. I'm curious to know what you think about this. We're experimenting with it and we're just being honest, say we're experiment with it, haven't figured it all out yet, but it seems to be working and I'm wondering if it's working for you, oh, constant listener. Hit me up on social. I'm easy to find on social. I'm Ray Edwards. Pretty easy to find everywhere. On the Twitters. YouTubes.

**Tiffany Laughter:** Even Pinterest with some tattoo pins.

**Ray:** Yes.

**Tiffany Laughter:** Hey, you know how we were going to read some people's miracles and share them?

**Ray:** Yes.

**Tiffany Laughter:** I actually--

**Ray:** You have one.

**Tiffany Laughter:** Yes. I emailed one to you on accident. This one comes from Rich Hall. Ready?

**Ray:** Ready.

**Tiffany Laughter:** Okay. "Ray, as you've requested, I have two miracles both associated with moving to a new city. Miracle number one, we were able to close on our old house, close on a new house and move in within 30 days. My wife is seven months pregnant with our fourth child. We are preparing to move to a new city to start my new job. She was horrified at the thought of hotel living while house hunting with pregnancy and kids. The details, old house sold through quick relocation service buyout, new mortgage approved in five days by local bank, moving company was top notch. It's got to be a God thing."

**Ray:** That's so good.



**Tiffany Laughter:** "Miracle number two. I found a great job just six miles from my front door. The Miracle number one job didn't go as planned. I was assigned to a different job with a different boss. They felt the other new hire wouldn't survive this difficult boss. They were right. He was difficult. Well, I survived for six months. All the while praying fervently not wanting to put my family, now with four children, through the stress of another move. I didn't look for a job. I just prayed a lot.

Then a recruiter called, he had an old resume from my old city. Great match for my skills, discovered it was only six miles from my new house, and it was great. I worked there 11 years, a miracle. Ray and team, thanks for all you do. I appreciate it. Rich."

**Ray:** Wow. What a cool story. Can we do one more? I feed on these stories. Here's one. Let me just read this one. "Ray, Parkinson's is a tough disease. I'm sorry to hear you have it. I applaud your faith. Please keep the faith. Only God knows your future. I have hope to share with you. My husband was miraculously healed of ALS. This is Lou Gehrig's disease. You don't get healed with this. When they give you this diagnosis, it is a death sentence. Sudden adult onset of limb amyotrophic lateral sclerosis is the official name of the disease. He was diagnosed in 2008 and given six months, which is the typical course of the disease."

**Tiffany Laughter:** Yikes.

**Ray:** "It's a horrifying way to die. It's just terrible. In late 2009, when he didn't die after a year of hospital service, they said they had to stop providing service."

**Tiffany Laughter:** What?

**Ray:** "After months of more testing, the ALS specialist confirmed that he did have ALS at one time and he no longer had ALS. They called it a medical mystery. It was a miraculous healing."

**Tiffany Laughter:** Dang.

**Ray:** He lives today. You can find him on LinkedIn. She gives us his LinkedIn profile. She said, "I'm witness to God's radical grace in his life and my life as well. Having healed from the rheumatoid arthritis that I suffered while I was giving care for my husband. Cynthia Stewart." Cynthia, thank you for sharing that. That fills me with hope and faith. That's why we share these stories.

**Tiffany Laughter:** Send more. Send more.

**Ray:** Send them to [miracle@rayedwards.com](mailto:miracle@rayedwards.com). All right. That's it for this week. Until next week. I pray that God will do more for you than you can ask or think or possibly imagine.

[music]

**Announcer:** Thank you for listening to the *Ray Edwards Show*.



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**[00:41:55] [END OF AUDIO]**