



E D W A R D S

Ray Edwards Show, Episode 428

Stop Judging Yourself

Voiceover 1: Ray Edwards Show episode 428. Stop judging yourself. The Ray Edwards Show. Live your destiny by design. Start, run, and grow your own internet-based business and create the life of your dreams. You can do it. This is the Ray Edwards Show.

[music]

Ray: Sean and I used to joke that those guys sound like Emerson Drive. Do you remember the Emerson Drive?

Tiffany: Yes.

Ray: Loved Emerson Drive. Our buddy Ed Hill is now producing a podcast with the Warren Brothers.

Tiffany: Really?

Ray: Yes.

Tiffany: What's it going to be about?

Ray: It's about faith and family and music and-

Tiffany: Fashion?

Ray: -fashion. I don't know if I was to tell anyone. I don't know if it's a secret. We may have to edit that part out.

Tiffany: Really? Why would it be a secret? You probably like--

Ray: I'm not sure if he has the contract signed or whatever things you have to do to make something like that happen. I don't know.

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Tiffany: Okay. It's still playing.

Ray: Yes. I'll fade it out.

Tiffany: I want one of those.

Ray: I feel like I'm back in radio now.

Tiffany: Well, you kind of are. How do you get one of those jingly things? Do you just pick it out and--

Ray: You pay somebody.

Tiffany: To record that?

Ray: Ed got that done for me.

Tiffany: That's cool.

Ray: Ed Hill. Too late. We know now. That's right. This is live. Sorry Ed. That was totally innocent but I fudged up.

Tiffany: Well, that's out there.

Ray: Lou Hornberger says, "Muhahahaha".

Tiffany: I just want to say you're welcome Ed. You're welcome.

Ray: Lou's loves the phrase "jingly things".

Tiffany: [laughs] Jingly things.

Ray: I guess I'll not spend the whole show reading comments although it's really fun. If you guys want to say things that are funny, or you have questions maybe we'll do a little Q and A round at the very end.

Tiffany: Yes. I love that.

Ray: That would be fun. All right. I had some things that I was supposed to say. I know, we were going to read-- Before we start the show, I want to get to podcast reviews because I want to start recognizing people who took the time to write up a review for us on Apple Podcasts. I really appreciate it. It's a pain in the rear end because you have to go there, you have to log in, you have to do the rating then you have to type in and take time to write it out. It's not a small thing.

Tiffany: No. Typically, you're not responding to those comments, are you?

Ray: No, because you can't.

Tiffany: Well, then this is a great idea.

Ray: Yes. I think so too. This one is the most recent one. It says, "I write--" I don't have a name. The user name is Sergeant Ed. Sergeant Ed. This is not our Ed because-- Well, you'll see why in just a moment. He says, "I write blogs and content for Aaron Walker. A view from the top, and he told me to start following Ray's content".

Tiffany: Cool.

Ray: "It's been very enlightening and educating to read his strategies for success and hear him discuss and unpack how he does what he does. A great concept of where I can take my business one day". Well, first of all, thank you, Sergeant Ed and thank you, Aaron. He says his name, Aaron.

Tiffany: Aaron?

Ray: Not Aaron.

Tiffany: How's it spelled?

Ray: A-A-R-O-N. Aaron.

Tiffany: That's cool.

Ray: It is cool. It's the right way to pronounce it. Technically, it's the right way to say it. Thank you for having you guy. Check out the content. I think it's interesting to see so many people say things like they like to know how we do what we do. I find that's true. For me, when I started following Michael Hyatt, I did not know him. He was just a famous super-successful perfect guy on the internet.

Tiffany: Right. With great hair.

Ray: He does have great hair. If I was going to have hair, I'd want hair like his. When I first started following him, I wanted to know how he does what he does. What's his office set up like? Even now if I go visit him, I want to go snoop around in his office to see how things are set up and what gear he's got going and stuff. Thank you, Sergeant Ed. If you want to write a review for us in the Apple podcasts or in Stitcher wherever you do to podcasting it helps us because it gets more exposure for the show more people can find the show which means we can keep doing it. It'd be a shame if we had quit after 430 episodes or so. I don't think that's going to happen. It seems to be working out. Everything is proceeding according to the prophecy. [laughs]

Tiffany: Creepy.

Ray: By the way, I'm Ray Edwards and this is my podcast co-host Tiffany Laughter.

Tiffany: Hello.

Ray: Thank you for coming in this morning because it snowed like eight feet, I think, in Idaho.

Tiffany: Yes. There's so much snow. It's so pretty. I love it.

Ray: It is beautiful. I'm actually loving it too. I'm having a great time just mushing around in the snow. I saw you guys went cross-country skiing.

Tiffany: Oh, yeah. We attempted it, but we went into the backwoods where there was so much snow you couldn't-- We were basically just walking on the skiis. It was an incline.

Ray: That's a workout.

Tiffany: It was fun though. Actually, I got a really bad attitude until we started heading down and then I'm like, "Oh, I can ski," and then it was fun. He's like, "We're going downhill skiing next time."

Ray: Well, it doesn't surprise me that he went backwoods, because Troy's totally a backwoods guy.

Tiffany: Totally. He loves it up there.

Ray: Yes. That does not surprise me.

Tiffany: Yes. He's so pretty up there.

Ray: That's cool. If you're not following Tiff on Instagram, you should. It's tiffanylaughter on Instagram, spelled like, it sounds. Laughter like, hahaha.

Tiffany: Very easy to find. I might be the only Tiffany Laughter.

Ray: In the world.

Tiffany: Maybe. I hope so.

Ray: As far as I know, you're.

Tiffany: Okay.

Ray: I'm just going to make them decree that's it so.

Tiffany: Okay.

Ray: All right. By the way, we do a live show. I should not say we-- I do a live show every weekday morning at 5 AM. I say that because we do not do that.

Tiffany: No. Oh my God.

Ray: I think you're probably not awake at that time of day.

Tiffany: No.

Ray: Then you would have to be at my house to do that show. That would be weird.

Tiffany: Yes, I'd have to leave my house at like 4 AM.

Ray: Yes.

Tiffany: I don't think I would bring much to that at that time.

Ray: I'd have to brush my teeth and stuff. That will just should not work.

Tiffany: No.

Ray: It's called Live at Five and it happens every weekday 5 AM Pacific time. The only way to get that show is to join our free online community and on Facebook. It's called the Ray Edwards Copywriting Community and you should join it. You can click a link and show notes for today's episode. Once this becomes a podcast and start a live thing on Facebook. By the way, follow me on Instagram, rayedwards is my username. Also. I'm The Ray Edwards on TikTok. Because somebody else has already taken Ray Edwards, but they're boring.

Tiffany: The Ray Edwards is actually way better and whenever I'm sending an e-mail-
- When you're typing something out, it automatically pops up the word.

Ray: Yes.

Tiffany: It's always like executive assistant to-- and the next word that pops up is "The" and I was like, "Oh, I should totally put that in there," but I don't know. The Ray Edwards.

Ray: I approve that.

Tiffany: Okay. I don't know if I should look at the camera or you? It's just weird because I don't want to ignore you people.

[laughter]

Ray: You people? See for me to look at the people, I have to look over here.

Tiffany: Oh, okay.

Ray: For those of you who are listening to the podcast wondering what the heck is going on? We're live on Facebook, on video. That's why we're behaving differently. Some people who are purists would say, "You shouldn't do that because it doesn't sound professional." Here's the news that's going to shock many of you, we're not professionals.

Tiffany: Of course, it's way more fun to just be raw.

Ray: To just be real.

Tiffany: Yes.

Ray: What are we going to talk about today? We're going to talk about-- I've got a few things that are on my mind, I'm just going to riff on them. It starts with, I'm so tired of-- This all has to do with copywriting and marketing in business. I promise you, I'll tie it

all together at the end. I'm so tired of the divisiveness. It's most obvious in politics, the country's split 50/50. Republican, Democrat, Conservative, Liberal, Trump and whoever's running against Trump. It's unclear to me who that is, as it's unclear to everybody else. I'm just so tired of the divisiveness. It's like if I say I'm a Republican, then Democrats are angry with me, if I say I'm a Democrat, Republicans are angry with me.

We've decided that other people are our enemies and that's just not true. What surprises me the most is, Christians who adopt that attitude of divisiveness of us against them. because that's not our thing people. If you're a believer, there's no place for hate in the heart of Christian.

Tiffany: Yes.

Ray: Period. Let me read you something. This was a speech given by a really smart guy. He says, "Your ancestors have been taught love your neighbors and hate the ones that hate you." Now that sounds like America over there, that's like America today. Love your neighbors, the people that you love, and hate the ones that hate you. Then this super smart guy goes on to say, "However, I say to you love your enemy, bless the one who curses you. Do something wonderful for the one who hates you and respond to the very ones who persecute you by praying for them, for that will reveal your identity as children of your Heavenly Father. He is kind to all."

In the original language all means all. He is kind to all by bringing the sunrise to warm and rainfall to refresh. Whether a person does what is good or evil. We're not supposed to hate people. Where does that leave a place for you to get angry if somebody says they're the opposite political party from you? Where does that leave you permission from the one that you follow to be hateful to that person? It leaves no room for that. It goes deeper than this too. I promise this has to do with marketing and copywriting. Those of you who are not into the spiritual stuff are like, "Where is he going with this?" It's really important that you hear what I'm about to say. There's a teaching that says, "Love your neighbor as you love yourself." There's a presupposition there, you cannot love your neighbor if you don't love yourself. We've talked about this before, so far, so good.

There's another place where the same super-smart guy-- For those of you didn't pick up on it, I was reading from the Sermon on the Mount. It's Jesus, is the super-smart guy was talking about.

Tiffany: [chuckles] Totally did not pick up on that.

Ray: There's elsewhere where He says, "Judge not lest you be judged." Now I know that has a broad meaning that's valid and true. I think it also has a meaning. As I was spending time reading this morning, I felt like God revealed this to me. Another meaning that's within that phrase is judge not lest you be judged. In other words, if you judge people, you're also judging yourself. You can't judge other people without also judging yourself. The more judgmental you become toward other people, the more judgmental you become toward yourself and the more self-criticism and the less you love yourself and thus the less you can love your neighbor.

How does this apply to our businesses, to marketing, to our jobs, if you don't have a business even? It applies in that the way we perceive ourselves affects the way we treat other people, which affects the way we experience life in the world. You can only be successful for a short period of time being angry, manipulative, and judgmental. You can get far with that until people figure out your thing and then they will not--

Tiffany: It's not appealing at all actually.

Ray: Exactly. Lou says, he quotes from Matthew 7:2, Jesus actually said, "For in the same way you judge others, you will be judged and with the measure you use it will be measured to you." If you're hateful to other people and you judge them for not being perfect in whatever way you want them to be perfect, you're going to get the same level judgement measured back to you. Here's what this has to do with our kinds of businesses. People who are listening to this show are usually authors, speakers, digital course makers, social media, either marketers or personalities. Those people who are using the Internet to build a business. We should not take that for granted, that's a gift.

This is the only time in history it's been possible to start a business that can be international that you have a potential audience of almost three billion people, who're online, and it costs you nothing to be in front of that audience. How much does it cost you to go on Instagram?

Tiffany: It costs nothing, that's amazing.

Ray: It's free. Instagram's free, Facebook is free, LinkedIn is free, Tik-Tok is free, Pinterest is free. It's all free, and you can build a huge audience. The only thing required of you is to put out lots of content and you have to put out lots. It used to be you could put out a little, you put out a video a week or a video a month and you could build something. Now you've got to put out a lot more content, that's the price that you have to pay. If you're not paying money, you got to pay to put out content, but here's the thing, if you're putting out content that's full of hate, spite, judgmentalism or manipulative behavior, that's going to come back on you.

Tiffany: A lot of times people can see right through that, and it's just gross.

Ray: We've been moving more and more towards-- When I first started having this insight into some of the stuff that we were doing as direct marketers, when I say, "We," I mean me my company, Ray Edwards International, I just speak for me, there were things I was even teaching a few years ago that I look back on now and I'm just like, "Ick." I was teaching manipulation and how to trick people into doing things. I didn't think of it that way.

Tiffany: Really? Do you have an example?

Ray: I want to be careful how I say this because I'm not judging anybody else, I'm just saying I made a decision for myself about what I'm not going to do. I'm not going to put out content where every piece of content has a link to buy something because it's like I'm teasing you saying, "Well, if you want to know the real secrets, you have to pay me money, here's the link to pay me some money." I don't want to do that. I want

to give away everything we've got to give freely. Freely you have received, freely should you give, Jesus said that. I want to give freely, and I want to give in a ratio of like I want to give away 10 free pieces of content before I ever give a link back to something of mine, where people-- or 20 pieces of content. 20:1, 10:1, some ratio like that. What I'm doing internally is I'm working hard to disconnect my expectation of a reward from why I'm giving. I'm giving because I believe that by giving, I can help other people, I can build them up. I can help them improve their situation, I can build up goodwill. Eventually, I believe it will come back to me, but I'm working hard to be disconnected from that outcome. I'm not saying, "Well, I gave 10 free pieces of content, somebody pay me some money now." I don't want to be like that.

Tiffany: No. I follow this chick on Instagram, she's a stepmom. She has a community of stepmoms, but she's constantly teasing. In order to get any information really or knowing how she deals with all of that, you have to buy into her program. I didn't. I'm not going to.

Ray: Because it made you feel--

Tiffany: I was like, "Where's the real stuff?"

Ray: Did you feel used or manipulated?

Tiffany: Yes. I don't know why I keep following her. I should unfollow her.

Ray: Yes, Lou, she called her a chick.

Tiffany: [laughs] Chick, that chick.

Ray: It's how the kids are talking these days. I just feel like I have less tolerance now. There was a time- I'm just going to speak about me, I'm not speaking about anybody else. Just me. There was a time for you to get any information from me at all, you had to give me your e-mail address to opt into my e-mail list to get any of my stuff that I was giving out for free, but you're actually paying for it with your e-mail address. I'm determined to take most of those gates down now so that people can just get stuff for free.

Tiffany: Why?

Ray: I feel like that's true generosity, and that, that will be rewarded ultimately. Whether it's people spending money with me or people just feeling good about themselves. I'm in business to make money. I don't have to make everything I do predicated on making money. Can't I do some things because I love people and I want to help them?

Tiffany: I would say yes you can.

Ray: That's what I want to do. I don't want people to ever feel like, you were expressing about that chick.

Tiffany: The chick.

Ray: The chick who--

Tiffany: Yes, it's annoying. She does nothing. She gives out no info, and I'm still following her probably because I'm waiting for her to say something that would help.

Ray: Gosh, that's so revealing of so many businesses, because they operate that way. What I love is I love things like this. We've got a couple of people who enrolled in our coaching program, which is spendy. It's kind of expensive.

Tiffany: How much is that coaching program?

Ray: It's three grand for a year. Then if you want to be certified, it's really spending. I think it's a good investment. The point is, I've got people in both those programs who started making the money to be able to pay for the program based on free things they learned from me, on this podcast, on live streams I did, on articles that I posted on the blog. They'll tell me, "I started following you like five years ago and it's because of the free stuff that I got from you. I was able to make my first money and getting my business started and get going. That's why I'm coming back to you now and I'm part of this program."

Of course, I don't have the great brainpower to be able to plot it out. If I do this, then five years from now I'd be getting revenue from this stream that amounts to this much money, I can't do that. All I can do is give as much as I can give. Then we have a business and we want to be paid. We want to make a profit. Yes, that's a good thing to do. The workman is worthy of their wages, but I can't let that stand in the way of if I'm going to follow Jesus and I'm going to be a follower of His and take His name, that I've got to be generous like He is. He gave freely of everything he had, and he did not have groups of people that he hated.

He came for everybody for God so loved the world, not just his favorite people in the world but the world. Here's the thing I can't get out of my mind. When He was being crucified, whether you believe in the Christian story or not. Historically, we know this is accurate. He was crucified and there's every reason to believe the words that were recorded in the gospels are exactly what happened. Josephus, this is the historian who confirms this. He was not a Christian, but he confirms these things. Jesus said, forgive them Father because they don't know what they're doing. How can we then hate people because they have a bumper sticker?

Tiffany: I don't know. I don't really feel like I hate people, but some people do hate people.

Ray: They do.

Tiffany: I like the people. I think they're nice.

Ray: I can't do better than that. I can't outdo you on that. What does this have to do with our marketing and our businesses? It has just to do with our marketing and businesses. I think we should love our customers and we should love our tribe that follows us whether they ever buy from us or not and we should do everything we can to serve them and treat them like people we love.

Tiffany: Totally. that could transform a business. That is not doing that.

Ray: Yes, and it would transform the world. Think about it. If 10% more people adopted that attitude, the world would change in an instant. That's what I want to see. That's why I want to build a bigger following on Facebook, on Instagram, on TikTok. Part of it is it's fun to have more people watch you. I'm just being very transparent. It's fun. I like it.

Tiffany: Oh my gosh. Do you ever get scared?

Ray: Oh, yeah.

Tiffany: Like when?

Ray: Like when I made that song that I showed you the first draft of.

Tiffany: Yes.

Ray: I'm still a little nervous about releasing that.

Tiffany: You should totally though. That's funny. Do you ever rerecord something because you're like, "That was--"

Ray: You mean like a dozen times?

Tiffany: Yes.

Ray: No, of course not.

Tiffany: You don't? Oh my gosh.

Ray: Yes, I do.

Tiffany: Okay.

Ray: Yes, I do. I watch it hypercritical and I realized and now these days, I'm trying to be more conscious of, I'm judging myself, I should stop judging myself. I should just put this out there.

Tiffany: I do that. A lot of times I force myself to just hit the publish or the sent or whatever. Don't look at it, just freaking do it. It's funny.

Ray: Exactly. If you just love people, and you're generous, and you do the right thing, and you stop judging yourself and stop worrying about what people think of you-- Here's something I learned from my wife. I was in the radio business, we were going to this party with all these big marketing executives who were going to be there.

I said, "Do I look okay?" Probably said that half a dozen times. She finally said, "Listen, look me in the eye. I need to tell you something. Nobody cares how you look. Everybody's thinking about themselves. Relax." She was right.

Tiffany: That is so true. It doesn't really stop me from the thinking what people think about me, but I don't know if you ever get away from that honestly.

Ray: I don't think you can ever totally get away. I won't say that. I'll say I have not been able to get away from it totally myself but I'm 90% better than I used to be. I used to be so obsessed with what people thought.

Tiffany: Oh my gosh, even two years ago you were like that?

Ray: Yes

Tiffany: You were so closed in.

Ray: Yes, and I was. I stayed very hidden. I didn't want people to know where I lived. I sure didn't want people coming to my house.

Tiffany: Or the office until I started working there.

Ray: Yes, it was my sanctuary. Sanctuary. She gave me sanctuary. She gave me water. Name that movie.

Tiffany: Does anybody know this movie?

Ray: Somebody does. She gave me water.

Tiffany: What is this movie?

Ray: *The Hunchback of Notre Dame*. It's actually a beautiful love story.

Tiffany: Is it?

Ray: It is.

Tiffany: I'm thinking of the Disney movie.

Ray: Oh. Well.

Tiffany: Is that?

Ray: It's pretty close.

Tiffany: Okay.

Ray: Close enough. By the way, this is totally unrelated to anything but I have a bone to pick with Disney Plus. They did not put *Song of the South* on Disney Plus, what gives with that? I realized culturally it's a little insensitive but if from 100 years ago, come on.

Tiffany: A bone to pick with Disney. Oh my gosh.

Ray: We said we'd do questions if people had questions. Laura Deal says, "The older I get the less I care."

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Tiffany: I love that. I freaking love that.

Ray: Yes, for sure. I do too. I find it true because-- Laura asked curious, "Are you reading from the passion translation?" Yes, indeed. Yes, I am.

Tiffany: What else? What else you got?

Ray: Let's see.

Tiffany: This is a good time to send your questions in.

Ray: Lou says, " I don't listen to your podcasts on Apple. I have to install it and figure out how and then comment. Ugh. #ugh."

Tiffany: Good thing you can listen to it here Lou.

Ray: Samuel says, "Am I the only one getting a bad video stream? Sounds good, but pictures really bad."

Tiffany: Is it the lighting?

Ray: You're the only one. Everybody else is getting a perfect picture. No, it's the pipes. The internet is a series of tubes as we learned from Strom Thurmond, some really old senator and the tubes are clogged.

Tiffany: What else?

Ray: Laura is the only one who's saying things.

Tiffany: Laura.

Ray: Is it because of political correctness? I love that movie. Yes, it's because of political correctness. Did you ever see *Song of the South*, the original?

Tiffany: No.

Ray: Okay, I'm determined. I'm going to find a copy and you have to watch it.

Tiffany: Okay. Is it good?

Ray: I loved it as a kid.

Tiffany: It's a kid movie?

Ray: Yes, it's a kid movie.

Tiffany: Is it like on Amazon or something?

Ray: It's Uncle Remus.

Tiffany: Okay.

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Ray: No, you can't find it on Amazon. You can't find it anywhere because Disney doesn't want anybody to see it. Miguel says, "I appreciate all the knowledge you share." That must be for you. Laura wants to know "What day will you be on a 31-day wisdom challenge." I'm on the wisdom challenge the 23rd, so that's next week with Pedro Adeo, and I'm looking forward to-- Laura has the DVD.

Tiffany: No way.

Ray: Laura, I will pay you to burn us a copy of that.

Tiffany: Can you even do that anymore, burn a copy. Is that doable?

Ray: I don't know.

Tiffany: She'll figure it out. She's smart.

Ray: Br'er Rabbit.

Tiffany: Br'er Rabbit. I like that one.

Ray: Tim asked the question, "Ray, is mindful meditation okay for a Christian?" Well, let's start with this. Do you have a mind? Yes, you do. I'm not trying to be a smart Alec. I was trying to be funny, but I gauged by Tiffany's reaction it was not very funny. As my wife says, "You know honey you're not always funny." It's true, I need to know that. Mindful meditation. A lot of Christians are afraid of meditation, they feel like it's going to let the evil spirits in. I think if you meditated on evil, that's possible. If you're trying to quiet the noise in your mind and quiet down your consciousness so that you can relax and not be in anxiety all the time, yes.

I actually think that what Paul was talking about when he wrote about pray without ceasing, I think that's what he was saying, be mindful, be aware of where you are, what you're doing and where is God. For me, that's mindful meditation, where is God in this. I'm looking for God, for the divine, for the Spirit of God.

Tiffany: Why is that something Christians don't-- some Christians think is bad.

Ray: Because they hear the word meditation, they think about somebody sitting on a cushion wearing an orange robe with their head shaved which what's wrong with having your head shaved? Saying "[om chanting]," and they think it's some kind of-- they've adopted some of their belief system.

Tiffany: I think it'd be so useful for Christians to do mindful meditation.

Ray: Absolutely. That's absolutely true. I mean even the Bible talks about meditation a lot. "Let the words of your mouth be the meditation of my heart".

Tiffany: Yes, do the thing. Who asked that?

Ray: That was Tim Frank.

Tiffany: Tim Frank.

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Ray: Tim, my answer to you seriously as my friend, meditate and let your mindfulness be centered on Christ and the presence of Christ and I promise you you'll be safe. Robin says, "Thank you for your wisdom." Again, that's for you. Did I read that one already? Did I already forget that? I don't want to be the guy who tells the same story over and over again or says the same [crosstalk]

Tiffany: You're that guy.

Ray: Really?

Tiffany: Sometimes. Yes.

Ray: Will you stop me or just say, "I've heard this."

Tiffany: Yes, I do.

Ray: You're welcome, Tim. Tami says, "Oms and yoga are energizing and yes I'm a Christian." Scandalous. "Can you speak into this? That sometimes people look at free as not much value. Have you found this? That transformation business really the mostly maybe doesn't happen as much as if they don't exchange \$5 for something." I get what you're saying, people, value what they pay for. I think that's true to an extent. Here's my philosophy, this is what got me started giving away so much stuff because you don't know who to trust. If I don't give you my real stuff upfront so you can try it out, you have no idea whether I'm full of crap or not.

Tiffany: Sure, and it's not like you're giving away the firm, there are certain things that you're not just throwing out there.

Ray: If I give away everything then I have nothing to sell, I have no business, my people don't get paid. Would you be okay with that if you just didn't get paid?

Tiffany: No.

Ray: I didn't think so.

Tiffany: I mean I would work for free for a time, I would.

Ray: The rest of the team would not. Back to the question, the value in giving away free stuff is for the people who want to know are you for real. Do you have something of value for me? That's why I do it. Also, there are legitimately people who just don't have money to give me who need help. I want to make sure I'm providing something for those people and I provide plenty. There are people who have gone from absolute homelessness, literally homeless living in their car to being financially well-off based on free stuff that I've given them so that has value.

Now, if we get into some bigger exchange like if you're going to become part of our certification program, we don't give that away for free, we don't even do scholarships anymore. We used to do scholarships and then people would come to us with a sob story and I'm sorry to say it that way, it sounds so cynical but not one time have we given away a program, a high price program to somebody and had them turn it around and make good and get things straightened out in their life. It always ends badly.

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Tiffany: Does that cover that question?

Ray: I think so. Diana says, "The way humming like that [om chanting]," that what she's talking about. "Is this being in a certain frequency and tone that mimics and is similar to binaural beats and yes, I'm a Christian too." I'm a Christian too, that's true. She is. I can tell. It just shines out of her. Cynthia says, "Great insight as I move forward in business. Thank you." You are welcome. I'm looking to see, I don't see any other questions. I think we have finished this podcast, which I'll be interested to see how it sounds as a podcast because it's been rather free-flowing this morning.

Tiffany: I like it, though. I like it like that.

Ray: You guys, let us know what you think about this new live format and the fact that it makes us a little less structured and a little less pre-plan and pre-produced. I think more real.

Tiffany: Yes. I love that. Don't forget to send your reviews in. I mean, to post them on the podcast thing.

Ray: Apple podcasts.

Tiffany: I think reading them every week is cool, and we should keep doing that.

Ray: We shall keep doing it. That's the podcast for this week. Let's see if I can play their ending thingy.

Tiffany: Okay.

Ray: That's officially what it's called. There we go.

[music]

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[00:31:30] [END OF AUDIO]