



The logo features the name 'Ray' in a large, bold, black cursive script. Below it, the name 'EDWARDS' is written in a smaller, bold, black, all-caps sans-serif font, with each letter spaced out.

EDWARDS

Ray Edwards Show, Episode 469

Ray's Savage Schedule

Automated Speaker (00:00):

Ray Edwards show episode 469, Ray's savage schedule The Ray Edwards Show. This is the podcast for prosperity with purpose.

Ray Edwards (00:18):

Captain's log, starting 2020.06.04: Due to the outbreak of a novel Coronavirus, the entire planet earth has been shut down for the past 70 days. Frustration, tension, anxiety, even desperation is on the rise as the wave of the initial cases of the virus subsides, and the economic and social-political implications of the aftermath begin to take shape. The real question hangs in the air. When, if ever, will the pandemic end? Currently, there is no cure, no vaccine, and no way to plan. It sounds like a perfect challenge for us to become better people. This is my own personal log of some impressions and thoughts jotted down during the quarantine.

Ray Edwards (00:57):

Quarantine has turned out to be my own personal fortress of solitude, or perhaps to reinforce my personal fortress of solitude. Quarantine. What a word I never thought I'd be under quarantine. For most of us, it came as a surprise. For me, it started out like this. I started hearing an odd mention on podcasts or on CNN or Fox, which I don't normally watch, but I heard them in airports. As I traveled around, going to conferences where I spoke or taught, or was attending as a student, which I did a lot of until a few months ago. So, news overheard in the airport, both on the monitors, and as people were talking about this weird thing called the Coronavirus, it seemed like everywhere I went to, Coronavirus was on everybody's lips. Apparently, both literally and metaphorically.

Ray Edwards (01:51):

I went to two conferences in March one week apart, both of them in San Diego. The first one was Social Media Marketing World. It went off pretty much as planned.

Everybody was there who was supposed to be there. Attendance was down by about 10%. I found out later because a large number of participants from Asia were not able to get there. Now we know why. At the time, I was just beginning to hear talk of some big viral epidemic that was happening all over the world. Apparently, even perhaps in the US. By the last day of Social Media Marketing World, many of my speaker friends were getting their events canceled, or we're canceling their own events because people were not going to be able to make it because of travel restrictions or travel fears. The virus was beginning to take hold.

Ray Edwards (02:42):

I went home for a few days, and a few days later, I went back to San Diego for my next conference, which was one about copywriting. It's called copywriter club IRL, in real life, put on by Rob and Kira, a couple of friends of mine. And this is where I really began to see something big was happening because a lot of people who are supposed to be there did not show up, including a couple of the speakers. My friend, Mike Kim, ended up speaking to fill in the slot that was left vacant by someone else who couldn't arrive because of travel restrictions. The virus was really beginning to take hold then. Now, by the last day of that conference, a lot of people were leaving early because they were afraid, they wouldn't be able to get home otherwise. For some of them, that was a really, really good move.

Ray Edwards (03:22):

As borders were beginning to close, I got home, and I got a call from my friend. We'll call him Ben. That's not his name. But he said, I just spoke with somebody in the governor's office in California, and they're going to shut everything down, better stock up on food, water, and especially toilet paper. I thought he was joking. How was I to know the next day the lockdowns began at least in Washington state. That was on my 35th wedding anniversary, March 23rd. Today it's day 70 of the lockdown, June 4th, 2020. Lockdown has made me think about a lot of things, made me face a lot of things. I know many people who've lost loved ones and friends to Coronavirus. I know many more who've lost jobs and businesses and savings and money, and hope. And in many ways, some of the externals are going to get worse. The economic impact is unknown yet. And look, I believe we should be proactive about how we respond to this and not give in and give up and sink into hopelessness and despair and depression. I also know that if you ever wanted an excuse to do all that, you got plenty of reasons to now, and not many people would blame you, and I'm not blaming or judging you. I am suggesting there are other ways to think about this, and I'm also admitting it's not always easy to think that way, especially when the news and the media, even social media is saturated with this kind of content. I mean, I'm doing it right now. I'm talking about it, but I'm going to take a turn now and go a different path maybe than you expected, because I'm not going to focus on the bad things about quarantine, about the Coronavirus, about the future.

Ray Edwards (05:05):

What happens with Coronavirus? We don't know. Well, we do know what we can do right now. And this lockdown period has affected me. I talk about being an introvert and working from home. So, it hasn't changed my life much, but it changed my life a lot because I was traveling and doing seminars and workshops all over the place a

couple of times a month. That was my lifestyle, and suddenly that all came to a screeching halt. And in my company, we had to look at tightening up the ship, spending less money, being more conscious of what we're investing in terms of new programs and developing new products and services dialing in and what we're really good at. And focusing on that, and then the stresses and strains of the virus and the resulting social distancing. And I don't mean the physical staying six feet apart. I mean, people have been splitting up into camps about the conspiracy theories behind the virus are about the beliefs of what the virus means to our life going forward or what we should be doing. Should we, should we be wearing masks or not? Are you Republican or Democrat? It's all become very divisive. And so that has been an impact we felt as well as, so some people, my company have stepped up, and a few stepped out. I love them all still. It's just interesting to see how people respond under pressure. It's interesting to see how I responded under pressure. It made me very self-reflective about everything in my life about my business, about why I do what I do about who I'm doing it for. And about my way of being as a person about what I believe spiritually, about what I believe philosophically, politically, it's made me think about all those things. Maybe it has you too.

Ray Edwards (06:37):

And if this kind of stuff is turning you off, you better tune out now because it's only going to get deeper. We're just going deeper down this rabbit hole. If you're going with me, let's go. So, let's start with this. I am an introvert. I have an office that I have referred to for years now as my fortress of solitude. And of course, the fortress of solitude is a reference to my boyhood hero Superman. He was not my only hero. I also liked Batman. I liked those two a lot, but my all-time favorite superhero Doc Savage. Doc Savage was a scientist and athlete and adventure. He made Indiana Jones look like a Cub scout. Doc was also an introvert. His name was Clark Doc Savage jr., and his father, who was later murdered, raised Clark to be a savior to humanity.

Ray Edwards (07:35):

Now, Clark possesses superhuman strength and finely tuned senses. His father arranged for him to be trained by the world's best athletes and scientists. So because of that, Clark Savage junior Doc Savage is the world's greatest detective and inventor, a chemist, a surgeon, and a martial artist; villains the world over want him dead, but through his intelligence, strength, cunning, and technical prowess, he's always able to defeat him all the while. Staying faithful to a personal code, to spare all lives. Nope, he's not a mashup. He's not a mixture of Superman and Batman. It's the other way around; he's Clark Doc Savage jr., he was created in 1933 by Lester Dent. He actually served as the inspiration for both Superman and Batman. He was the original superhero. Doc Savage was an inspiration to me as a youth because once I got past the camping movie, which is how I first discovered him, I discovered there were dozens and dozens of books about Doc Savage.

Ray Edwards (08:35):

I learned that he was a man with a photographic memory. He had mastered the martial arts, vast knowledge of science. He's also a master of disguise and an excellent imitator of voices. He quotes, writes wrongs and punishes, evildoers. Lester Dent, the author who created him, described him as a mix of Sherlock Holmes, Tarzan, some

guy who was apparently a pulp-fiction hero named Craig Kennedy and Abraham Lincoln's goodness. He also described Doc Savage as manifesting Christ. Doc's character and his worldview can be understood best through his oath, which is a little more complex than Superman's. Remember. Superman had his slogan, his oath, which was truth, justice, and the American way. Doc's oath goes like this: let me strive every moment of my life to make myself better and better to the best of my ability that all may profit by it. Let me think of the right and lend all my assistance to those who need it with no regard for anything but justice. Let me take what comes with a smile, without loss of courage. Let me be considerate of my country of my fellow citizens, and my associates in everything I say and do. Let me do right to all and wrong. No man.

Ray Edwards (09:55):

Well, it's pretty easy for me to see, as I reflect back on the influence Doc Savage had in my early life where a lot of my core values actually come from previously, I might've said they came from captain Kirk or from Superman or from Batman, but Nope, it was Doc Savage all the way. I'm kind of hopeful that we'll see Doc Savage come back, maybe a new movie, maybe some new books because Doc Savage is high to popularity was during the chaos of the depression and world war two. He also experienced a brief resurgence through reprints, the original novels during the Vietnam era. A lot of people share my opinion at Doc Savage is the greatest superhero ever to appear. He's the source of hundreds of different variations. First in Paul fictions later in comics, radio, television, and movies.

Ray Edwards (10:42):

So, what happened to Doc Savage? He's been largely forgotten best. His name is kind of a memory. Some people are people like me who say, "Oh yeah, Doc Savage, kind of the lost hero. Where did he go? Why did he disappear? And can he make a comeback? Is it maybe the time of Doc Savage?" Well, to me, the difference between Doc Savage and Superman and Batman is Batman's fun, but he's super campy. I mean, Aqua man said it best, "Dress like a bat? I dig it." I mean, come on the guy dresses like a bat and Superman, well, he's an alien with superpowers. He's almost liked an angel or a godlike figure.

Ray Edwards (11:22):

Indestructible immortal. Apparently, he can be wounded through kryptonite or through people he loves, but he can always save the day, which makes him just a tad less interesting. There's less at stake for Superman. However, Doc Savage has near seemingly superhuman abilities, more on the level of like from the movie limitless, finding the maximum possibilities for humanity and exploiting them as far as possible. Remember, his father gathered together the world's athletes, scientists, philosophers to make Doc into who he was, but he was still a human being. So, Doc, to me, represented the limitless potential of human beings to become something better than they are. As part of his code to always be, making himself the best person he could be. Doc had a code that was clear, and it was not dependent upon anybody's race or their religion, their beliefs. It was for everybody.

Ray Edwards (12:19):

I mean, listen to this. This could be the code of anybody in any culture. I'm going to read it one more time. Let me strive every moment of my life to make myself better and better to the best of my ability, that all may profit by it. Let me think of the right and lend all my assistance to those who need it with no regard for anything but justice. Let me take what comes with a smile without loss of courage. Let me be considerate of my country of my fellow citizens, and my associates in everything I say and do. Let me do right to all and wrong, no man. That's a code I think all of us could sign off on, and it's no accident. I think that Doc's popularity came at the height of the depression, world war II and Vietnam. Those are all times when we all faced a common threat, there was a common somber note to the reality of life that we all shared, and we're looking for hope; something to look to, something human to look to that could give us hope for a better future, not just for ourselves, but for the world. Oddly enough, we have to be better ourselves before the world gets better. It starts with you and me.

Ray Edwards (13:35):

So, what's this all got to do with quarantine and locked down and how I started this log. Well, as I think back over my superhero models and the guy who I really got a lot of my original self-improvement orientation in my, some of my core values, they came from Doc Savage, for crying out loud. So that makes me stop and think, did that prepare me in any way for Coronavirus? Well sure. First of all, it made it okay for me to be an introvert and a nerd because Doc Savage was a fit nerd. He was also a superhero. He was not indestructible. He was a human smart enough, strong enough, fast enough, resourceful enough to get out of seemingly any situation. So sure, he's a bit unrealistic, but he was an idea that we could at least aspire to. That's the importance of Doc Savage. And that's the importance of, I think, realizing it's okay to be who you are for me. To me, that's an introvert, and introverts were made for lockdown.

Ray Edwards (14:33):

What's become even more obvious to me, though, is the value of my routines. Especially in lockdown. At first, I felt kind of freed because a lot of stuff I was expected to do, I didn't have to do like to travel, showing up for events, et cetera. I thought Maki just kind of goof off. That does not work well for me because I began to feel slovenly. Like I'm wasting time like I'm missing out on something, I should be part of like I should be doing something more productive, and the reason I felt that way is because it was all true. You can only sit around and watch so much Tiger King before you realize, "I think I got better things to do with my time." So, the value of my routines became obvious to me because my routines give me a feeling of structure, purpose, of order, and more importantly, they keep me moving progressively toward worthwhile ideals. I believe that my value for success also came from Doc Savage; although he doesn't mention success in his oath, it's implicit in his oath. Remember how Earl Nightingale defines success? He says, "Success is the progressive realization where the ideals or goals." That's what Doc's oath is all about. The progressive realization of worthy ideals or goals. So in order to feel like I'm making progress, I have to have a structure in place to make that progress happen because to make progress toward a goal, you have to have a goal, to have a goal means you have a destination, to have a destination means you needed to have a map. A way to know you're making progress toward your goal.

Ray Edwards (15:59):

That is your structure however, you do it. I'm not telling you how to do it. This is not going to be an episode about my morning routine because my personal routine is not the point. The point is that you have an intentional plan for your day, whatever that may be. It may be very simple or maybe more complex. That's up to you. Whatever works for you. I'm not here to tell you what to do. I'm here to suggest some ideas about things you might consider doing, having a routine, setting the rhythm of the day, tap into the flow of energy in and out during the day. I mean my best times in the morning. So, I tend to do my more productive or intensive concentration focus centered activities in the morning hours. So, think about your energy rhythm during the day.

Ray Edwards (16:45):

Also, think about the need to feel, meaning, purpose, and progress. That's why I think having goals even in lockdown, especially in lockdown, especially if you don't have a job now, what are you working toward? And why are you doing it? Those are universal questions. We can all ask ourselves. We may come up with different answers, and that's perfect because we're all made differently. So, those are the things I was thinking about. I'll also admit though that I was thinking about other things too, like: "When can we get back to normal? When can I start traveling again? I want to go back to Nashville. I want to go back to San Diego. I want to go back to Phoenix. I want to go back to Toronto. I want to go back to Banff. I want to take pictures. I want to make videos. I want to see my friends." And then, my wife nearly died.

Ray Edwards (17:30):

My wife Lynn is a very lively, fun, sensitive, wise, funny person. You can't be around her very long and not laugh. And so, to consider her and suddenly not being in my life is like the biggest tragedy I can think of. It would leave a hole in my life, it would be impossible to fill, but it almost happened. She was having some chest pain, which we thought was indigestion or anxiety. She had it for quite a while. She went to see the doctor, got an EKG, got her blood pressure, heart monitor, maybe go to see the cardiologist. We ended up getting a stress test. It all checked out. Okay. They said she had stable angina, which is just chest pain. That is low risk but got to keep an eye on it. But the chest pain persisted. So, we went to the emergency room one day, and the next day she was having a heart procedure. She had three blockages in her heart, and the doctor told me, "You should be very thankful. Somebody upstairs was looking out for your wife, because if you hadn't come in here, she likely could have just died at any moment." Boy does that reframe everything.

Ray Edwards (18:45):

Lynn is in great shape now. Her heart was fully repaired. She has a bionic heart. She has several stints in there that will keep her arteries wide open, a hundred percent blood flow. She did not require bypass surgery. She did not have a heart attack. So, she's all good. Now it's just lifestyle changes. What exactly does that mean? Other than changing our diet and our exercise routines? How does it change our life? It forced me to reevaluate my goals, my aspirations, and why I was going after them. And no dramatic, scary, like totally upend my life changes, but just a simplifying of my business, a simplifying of my day, a slowing down of activity and really doing things I should have done long before now to make my business more successful, more fulfilling.

Ray Edwards (19:30):

I should be working less and producing more valuable stuff. That's true of any business. It has shown me the value of intentional living. Living on purpose, with goals. Not so you can stress yourself out and certainly not, so you'll be better than somebody else, because there's always going to be somebody else better than you. That's a terrible measure. It's a useless measure. It's not even about being better than yourself. I think that's also misleading. It's about being the best you that you can possibly be under the circumstances which you find yourself in. So, living on purpose with intention in a way that satisfactory to you. And I think part of the methodology of this has to be; you have to keep track of what you're doing. I mean, you don't have to, but I think it would be very helpful because I think most of us have trouble really knowing truly what we're doing.

Ray Edwards (20:23):

If I were to ask you, what did you have to eat yesterday? Could you tell me everything you ate yesterday? If I asked you the same question about a week ago, could you answer that day? If I asked you how many hours of sleep you get every night, could you tell me with accuracy how much water you drink with accuracy? Chances are, for most of us, the answer is no. Not for depending on our brains for the storage and retrieval that information. Why? Because our brains are great tools for having thoughts, not so great for keeping them and organizing them, and we're notoriously terrible as witnesses to what actually happened over time. There's a large degree of confabulation that happens, which is us just making up stuff to fill in the memory gaps. That's why, if you were able to track somebody for two weeks and you knew exactly what they ate, and you asked them what they ate, they didn't keep track of it, their answer would be vastly different than yours almost without fail. Most of us don't really know unless we're measuring it with some kind of objective device or methodology.

Ray Edwards (21:22):

Most of us do not know how many calories you take in, what our macronutrient spread is, what our average heart rate is, what our average time sleeping is, What's the quality of our sleep is. We don't know these things. We haven't quantified them. I think it's helpful to do that. Quantification of your life prevents truth decay. Why is it useful? Is it useful? So, you can judge yourself? No, just so you can know where you are and if you're making progress toward where you want to be, it helps you think about what you need to do in the right way. And that's important because the only things we can control really think about this in this time of lockdown, quarantine, shelter at home, whatever you want to call it, house arrest. What are you really in control of? Not much, except what you think about all day long, what you let into your brain all day long through media, what you do with your physical body. You're in control of that mostly. Except for the restrictions placed on you by quarantine or locked down or whatever. You're certainly in control of what you say out loud to people and on social media.

Ray Edwards (22:25):

So, for me, a good measure and all this is, first of all, it's important for us to be intentional. And secondly, to be intentional means, we need to be informed. But the problem is the ways in which we get informed can vastly alter our feelings about things.

I'm sure you're aware that if you watch one news network, you get a certain feeling about the situation of the world, and if you watch their competitor, you get the exact opposite feeling about things in the world about who the bad guys are about who the good guys are. What if we all agree to stop worrying about the bad guys and the good guys for the time being? And right now, just think about the people, ourselves, and our loved ones. It seems like that might be a good idea. So, I believe in being informed, I believe in having an opinion about what things mean, but I also believe in strong convictions held loosely. By which I mean, I'm going to decide what's true based on the knowledge and evidence that's given to me right now with the understanding that that may change if I get new evidence or new knowledge; that's called science, scientific thinking. You go with the proven operational theory until new evidence and new experiments show that that's not totally correct, and there's a better way of looking at it. That's progress. That's why we have computers now, and we're not writing on clay tablets anymore. Thus, strong convictions held loosely are important to me about routine, about structure, about philosophy, about beliefs, about everything. I want to stay in control of what I'm thinking, what I'm believing, what I'm doing, what I'm saying. And that requires me to have strong convictions held loosely about life, and if part of my life is speaking to an audience, a small following online and offline as I have, I've got to speak the truth. That's my job.

Ray Edwards (24:19):

One more thread I want to pick up from this discussion is superheroes and secret identities. Why do superheroes have secret identities? Because if you're a world-famous superhero, especially an invulnerable one like Superman, your biggest weaknesses, the people you love. If your enemies go after the people you love, you're vulnerable in that way. So, you've got to keep who you are a secret. So, nobody knows who you love. So even though superheroes are living under a certain kind of quarantine, aren't they? No wonder they feel isolated, nor do they feel like they're introverts. I wonder, though, what would it be like? We lived in a world that no longer had secret identities. What if we just decided to be who we are on purpose out loud every day? What would that be like?

Ray Edwards (25:08):

Okay, Ray. That's all good stuff, but what can I take away from this rambling philosophical thing you just put me through, that used to be your podcast? I'll give you an assignment. That'll help pull it all together. How's that'll make you feel better. Think of this. Not as an assignment, but rather an experiment. Instead of being in school, you're a scientist trying to figure something out. That sounds much more exciting. Doesn't it? Maybe that's one lesson right there. Look for a new metaphor. That makes things more interesting. Here's your experiment. If you choose to accept it, what if you were Doc Savage? What would your Doc Savage day look like? In other words, if you had two hours in the morning you spend on self-improvement, what would that be spent doing? Would it be two hours of physical workout to build your body stronger or mental workout to build your mind stronger? Or these days, you could do both at the same time. Cause you could exercise and listen to a book on audible or one of the great courses online, or one of the many great teachers, spiritual, scientific physics, literature, history, whatever you choose the subject, you can exercise and learn at the same time. What's that two-hour period of self-improvement looked like for you every day. If you're going to be a polymath like Doc Savage, you're going to have all these

different areas of interest, what would they be? His were science, detection, deduction, philosophy, languages, music. What would yours be? What could they be? Why can't they be? What's stopping you? Think about it. When you say, I don't have time to do three different new hobbies. Right? Think of them. Not as hobbies but applications. Think of them as the development of your superhuman powers. Now they're more important than hobbies, aren't they? So, you say you don't have time. What are you doing every day that you might be able to swap out for one of your superhuman pursuits? Could you give up a little time with Netflix, for instance? Could you sacrifice a little of your Tik Tok time or your Twitch time? I have a belief that most of us could free up another three or four hours a day if we really wanted to, without taking away from any family time important, work time, et cetera. Three to four hours a day, with an extra four hours a day, you could build a whole new Doc Savage life.

Ray Edwards (27:17):

So that's my question for you. What's your Doc Savage life look like? Who are you? What's your oath? I want to end this episode with one more time reading Doc Savage's oath. I know last week was a code of conduct this week is an oath. What's up with you, Ray. What's up with me is this is important stuff. This is us deciding how we are going to live our lives going forward in the "new normal." Here's how I'm going to live mine: "Let me strive every moment of my life to make myself better and better to the best of my ability that all may profit by it. Let me think of the right and lend all my assistance to those who need it with no regard for anything but justice. Let me take what comes with a smile without loss of courage, that I may be considerate of my country, of my fellow citizens, and my associates in everything I say and do. Let me do right to all and wrong, no man. Conclusion, captain's log. Edwards out.

Automated Speaker 2 (16:58):

Thank you for listening to the Ray Edward show.

Automated Speaker (17:01):

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Automated Speaker 2 (17:10):

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Automated Speaker (17:15):

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