



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 470

The Great Reset

Welcome back to the Ray Edward Show. Today's episode is called The Great Reset, how to choose the prosperous life in the new economy.

Yes, I know we're probably all a little weary of hearing things like the new normal and talking about the new economy, how things have changed. But the fact is whether you're weary of it or not, it's here. And the privilege that we have all of us is we get to choose how to respond to our environment. So today I want to cover how you can choose to lead a prosperous life in this new economy. And when I say a prosperous life, I mean prosperous in every way, I'm not just talking about making money, although that's a big part of it. I'm also talking about your mind, your body, your spirit, your time, your relationships and yes, of course, I'm also talking about your money.

So how do you choose the prosperous life in the new economy? And what does it mean to prosper anyway? Well, that's the subject of a brand-new book. I've just completed writing. It's going to be published in February of 2021. It's available for preorder now we'll put a link in the show notes. The book is called *Permission to Prosper, How to Be Rich Beyond Your Wildest Dreams*. False beliefs about money so often rob us of our best opportunity to serve God, to love people and to steward the wealth he gives us. Our cultural programming has embedded deep within us wrong ideas about wealth, money and morality. These wrong ideas and not greed or avarice are the biggest source of poverty in the world.

In this book, I offer three startling premises. First, God has promised you prosperity. Second, God has a purpose behind this prosperity, and it is not necessarily that you give all your money away. And third, the practice of prosperity is a spiritual activity. Not only do you have permission to prosper, I believe we all have a mandate to multiply. In permission to prosper, you'll get the confidence and the keys to help you do just that. So, it would mean the world to me if you'd preorder now you can do that by going to the link in the show notes or searching *Permission to Prosper* by Ray Edwards on amazon.com.

When you read about prosperity in the Bible and in other sacred texts from around the world, you discover that prosperity is much more than just money and physical

possessions. It's also your health, your inner world, your heart, your attitude, your thoughts, your relationships, how you spend your time or how you invest your time. What the meaning is of things that happen in your life is life happening to you, or is it happening for you. An understanding of all these core issues gives you more prosperity in your life in every way.

And we're going to start, I'm going to cover a lot of things in today's episode, quickly in the coming weeks and months, we're going to dive deeper on all of this, but it all starts with your mind-body connection. I hear people talk about mental hygiene, about mental health, about getting our thought life right, about positive thinking and that's all good and useful, but it's kind of frustrating that so many people still don't seem to understand you can't talk about your body like people talk about wanting to lose weight and be healthy and live a higher physical quality of life longer.

You can't talk about your body without also talking about your mind. In fact, you can't separate the two it's mind, body. Those things go together. Your ability to deal with the challenges of life comes down to your energy. The ability you have to move and get things done and your state. You and I both know that if you're in a great state, if you're in a positive, empowered, driven state, you can get many things done. If you're in a downhearted, downcast, depressed state, it feels like you can't get anything done. You feel weighed down physically. It all ties back to your body, your mind and your body worked together.

So the key insight I want to offer here is if you start thinking about your mind and body as one, mind, body you'll understand the importance of movement, of physical exercise, of nutrition, of getting good sleep, of taking care of both your thought life and your physical life, and so I'm going to suggest a couple of books for you to look into, to get more direction on this. The first is a definitive guide to Authentic Health. It's written by my good friend and my health optimization specialist, Dr. Gus Vickery, and you'll find it on amazon.com I'll also put a link to that in the show notes. For those of you who like to dive a little deeper, I strongly suggest you get a copy of this massive book that I have on my desk here. It's called Boundless. And it's written by my friend, Ben Greenfield, who is one of the top bio hack and human optimization specialists in the area of high performance, athletic activity and health that I'm aware of.

It's a big book. It's not meant to be read from front to back cover to cover although I'm trying to do that. It's a great reference guide to the cutting edge, thinking technology and research on how to optimize your health. These two books together, I think form a great pair of books that will help you change your physical and mental life for the better. There are so many other books, but I suggest you start with these two. For me, the two most important factors in the mind body state management game are making sure I get enough rest and enough activity on the physical side. And that I manage my thinking on the mental side. So, rest is a challenge for me personally, I have trouble with insomnia and sleep because of the fact that I have Parkinson's disease, it's part of the package, but I'm working on it. And making strides forward in large part, using advice from Ben and from Gus, from their books and also their personal consultation. Then the next key element is managing my thoughts. Every morning I sit down, and I write down the thoughts that I'm thinking, the thoughts that are running through my head. It's just a stream of consciousness, pouring out everything that comes to mind about that day, what needs to be done? What I get to do, what I have to do, how I feel

about it, and no matter how dreary or ugly or ridiculous or embarrassing the thoughts are, I write them down because I need to get them out of my head onto paper. That's for me, the only way to really tangibilize what's going on inside my mind and in my heart. So, think of it this way, if you're familiar with the work of Dr. Joe Dispenza, which by the way, that leads to another book, I would recommend to you strongly called *Becoming Supernatural* by Dr. Joe Dispenza.

We know that we have a thought which triggers the release of certain hormones, which we then call an emotion and that emotion controls our actions and those actions control the results we experienced in our life and thus our circumstances. And that can either be a vicious circle or a virtuous cycle, depending on whether you're in control of the program or the programs in control of you. And the way I get control of the program is by writing down the thoughts I have early in the morning and then looking at those thoughts once I have them on paper and asking myself, do I want to be thinking this today? Is this how I want to think about these topics? These to-dos, these people, these circumstances, these to-dos, these people, these circumstances, maybe I don't want to think about those things at all. So then I consciously cross out the things I don't want to think about or the incorrect thoughts, the non-helpful thoughts would be a better way of saying it, that I don't want to have, and I then replace them with the thoughts that I do want to have and I spend some time meditating and visualizing on the things that I want to think, the outcomes that I want to see, and that's how I begin to get control of my thinking. And then it's key for me to get moving, to take a good brisk walk, or ride on a bike, or spin on a spin cycle, get some adrenaline flowing, some oxygen, get my heart rate up. And the best of all possible worlds is to get a good sweat on for 45 minutes to an hour, which releases the endorphins and the neurotransmitters I need to feel good about life, or at least to feel better than I felt when I started.

This is key, and the problem we run into is the times when we most need to do this are the times it's most difficult to get ourselves to do it. We tell ourselves we're too tired, we tell ourselves we don't have time, we tell ourselves we have too many things to do. That's time to step on the brakes and stop everything and go move. That's the most important time for you to do this. So, I can spend an entire podcast on this, and there have been many books and volumes and other podcasts created about it, so I'm just going to keep moving. I'm giving you the highlights of my thinking on how you can choose the prosperous life. It starts with state management and taking care of the mind body connection so that it's healthy, clear and motivating for you.

Next is your spirit. I recommend thinking about how you think about the spiritual aspect of your lives. Now, you may or may not believe in God, you may or may not be a Christian. You may be a Buddhist, you may be an atheist, whatever your belief, I encourage you to give thought to what that really means. It's a matter of you perceiving the circumstances around you and asking, what does all of this mean? What is the meaning of my life? As tried as that sounds, this is how our brain works. We receive stimulus input from the outside world and our brain's job is figuring out what does this mean and what should I do about it, if anything? You either believe that there is meaning and purpose and destiny in your life that was predetermined by something larger than yourself. In my case, I would say, God, the divine Christ.

You might say fate or time or whatever your belief system holds to be the meaning behind your life and your purpose. But feeling we have purpose and meaning and seeing life through that lens, that life is something that happens for us and not to us, makes all the difference in the quality of life as we perceive it. And then when we're clear on the meaning, the mission that we're on right now, this doesn't mean you have to know what your one true mission for your entire life is. Maybe you do. If you do, I envy you. I have not received that information yet, but I know what my mission is right now, for this moment. And that helps me dial in my messaging, which you're hearing right now. And that motivates me to move, to actually do things, to move me toward the achievement of worthy goals, and that my friends are success in and of itself.

Earl Nightingale defined success as the progressive realization of worthwhile goals or ideals, and that's what we just described. This is the spiritual part of your being or the psychological part of your being, if you prefer to think of it that way. I sometimes use the term psycho spiritual, I believe that's the most accurate description, whatever your model for how this works is getting the purpose of your life, the meaning of your life, the mission, the why. As Simon Sinek says, start with why. If you know why you're doing it, you'll overcome any problems you may experience with how. You'll figure out how to get things done to meet your mission, to achieve your purpose. And this leads into the next challenge we often have in living a prosperous life is once we've dealt with our mind body connection, once we've dealt with the spiritual question of why am I here? What am I doing? What am I supposed to do with my life? We find we get really stinking busy.

We get a lot of things crowding for our attention. We've got social media, we've got the traditional media; television, radio. Yes, people still do listen to the radio, people still do watch television. We've got newspapers, magazines. We've got a dozen apps that are sending us information in continuous stream. Some people refer to them as infinity pools on our phones, because you can just keep scrolling for infinity. It's all vying for our attention. Then we've got the list of to-dos', the things we need to get done in order to achieve the goals we've set for income, for having food and water and a place to live and shelter for our family. We've got to keep up with what's happening with current events such as with the COVID crisis we've been going through, such as the revolution that's happening with black lives matter. We've got to figure out how do we divide and allocate our time to all the things that need to be done.

And I hear people talking about trying to get better at time management. And I'm here to tell you, you can't manage time. Time is a mental construct. In some ways, you could argue it doesn't really exist. It's not a thing. If you think it through, it's a concept about movement in space and what can be accomplished within a certain period of the thing we call time. So, you can't manage time. It marches on, as the saying goes. What you can manage is your activity. And this is where we often run into problems because we get our priorities confused. If you want to see what's causing you to do the things you do in your life, if you want to see where your challenges are coming from, look at your calendar. Your calendar reveals your cause.

I mean, I often coach people who tell me, "Well, my family is my priority. My family and my church life, that's my priority." And I say, "Well, good. Let's look at your calendar. Let's see if that matches up." And oftentimes, I mean, people are smart, so their calendar does the match that. They'll have the right amount of family time scheduled

in their calendar, they'll have the church services scheduled in the calendar, they have the small group, the quiet time, whatever practices, the meditation, the gatherings, the spiritual retreats. But when I dig deeper and I asked, "Now, did you actually do these things that are on the calendar in this last week?" Usually, the response I get is, "Well, some of them." "Most of them." "Kind of." "Sort of." And then I challenge the person I'm coaching to keep meticulous track of how they're spending their time the next two weeks.

Now, this has two effects. First of all, they suddenly get much better at actually meeting their own priorities, because when you measure something, your performance improves. When you're actually committing to saying, I'm going to accurately measure exactly what I do during the days, and you actually commit to writing that down and making it as close to the truth as you possibly can, you're going to improve automatically. That which is measured, improves. That which is measured and reported to someone else, improves dramatically. So that's the first thing that happens. The second thing that happens is people begin to see, I'm not as committed to this stuff as I thought I was. Too often, I let the family dinner get canceled because something comes up at work, or because I get invited to hang out with my friends, or because, because, because, because of all the things that we do.

Your calendar reveals your cause. If you want to see what motivates you, what is your motive for acting, look at what you actually spend time doing and you'll see what's really driving you, and you may not like it and this is your opportunity to change it and schedule your actual priorities. If you don't already do this, to write in that family time, to write in that time with your spouse, to write in that time that you spend with your kids, the time you spend in meditation or in nature, or working to help some cause, some mission work or some social cause, you schedule it into your calendar and you commit to actually following through and you hold yourself accountable. And look, I know we talk about accountability partners a lot in our community. The fact is the only person who can truly hold you accountable is you. You in your secret heart know what's really going on in your life and your heart and your mind.

You hold yourself accountable. And when you hold yourself accountable and you meet commitments you made to yourself, like to get up at a certain time every day and spend time in meditation, to spend time in the presence of God, to spend time reading scripture or reading a good book that helps develop yourself. You are making that commitment and following through with it has enormous value because you begin to develop trust in yourself. One of the best practices I've adopted recently is what I referred to as my weekly hour of power, which is where on Monday mornings, I learned this from Brooke Castillo, she calls it Monday hour one. She has a great course on this time management approach. I take the first hour of the week to decide how I'm going to spend my time in the coming week. What are going to be my productive hours, where I'm focused on actually doing the key crucial tasks, I need to get done that week, no matter what.

These are nonnegotiable focus times. When I'm not interrupted by anybody else, I'm producing content, I'm recording podcasts, I'm doing interviews, I'm writing a book. These are the things that move the needle in my business and in my life. So that first hour of every week is vitally important. And then in the final hour of the week, on Friday, is also important. Now, Brooke refers to this as Friday hour done, which is where you

report back to yourself and to your coworkers, if you work in an environment like a company, we do this at my company. We report back on how we did meeting, the commitment we made for the week.

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Commitment we made for the week. What we said we were going to do in Monday hour one, as Brooke calls it, or as I call it the weekly hour of power, and what we actually did. And if there's a difference, if there's a gap and for me, honestly, every week there's a gap. I'm getting better at closing that gap and that's progress. That's the progressive realization of a worthy ideal or goal. That makes me a success in this area. It can do the same for you.

You schedule your priorities; you report on how you spend your time. What's measured improves, what's measured and reported on improves dramatically. And this leads to the next area, which is our relationships. And you may question, you may say, "Well, how is it you put other people so far down the ranking?" This is not necessarily a ranking. I would rather think of this as a cycle instead of as a hierarchy, but we are hierarchical beings. We tend to think this way. It starts with the foundation of mind, body, and spirit, then how we invest our time, because that reveals our priorities. And only then, in my belief, have we developed the possession of our own selves, of our own life. Only then if we put on our own oxygen mask, to use the much-overused analogy that we have heard from so many airline flight attendants, "If we lose cabin pressure, put your oxygen mask on first before you try to help somebody else." And the unspoken thought is if you don't have your own oxygen mask on, you don't help anybody, you just become an obstacle to their survival. So, when we take care of the mind, body connection, the spiritual connection, we take control of our management of our activities and making sure that our calendar matches our priorities. We have put on our own oxygen mask. We're now ready to help to invest in, to interconnect with other people, to build relationships.

And here's my key insight I'll offer you at this point in my life's journey about your relationships. Well, about my relationships. Let me just put it that way. I believe my results reveal the health of the relationship. If the relationship is tumultuous, if it's contentious, if it's filled with tension and problems, that is like a gauge on the dashboard of your car, lighting up saying, "There's a problem here. You need to deal with it." You might say, "Well, duh." You'd be surprised at how good we are at being in denial and not paying attention to these signals.

Your results reveal your relationship's health. Now, what we tend to do is think the problem is with the other person, or at least this has been my experience. Let me take ownership of my own experience. I'm 100% responsible for my life, not to everything that happens in my life, but to my response to everything that happens. So, if there's a problem in a key relationship, I look to myself first, not naturally. My natural tendency quite honestly is to blame the other person. "Well, they just don't understand. They don't know what I'm dealing with. They're not as committed as I am. They're not working as hard as I am. They haven't thought this through as carefully as I have." I get into so much automatic thinking that wants to place the blame somewhere else. And this is part of my own journey, and I hallucinate it's part of yours as well. Learning

to look within ourselves and ask, "In what way am I contributing to what's happening in this relationship?"

And when you can do that openly and process it with the other people in your life, your relationships take on new depth because to do this requires vulnerability, and vulnerability literally means to expose yourself to harm for the purpose of a greater good. And the greater good is to develop more love and more connection with the other people in your life. You must be vulnerable and open to have a true relationship. People don't care how much you know, until they know how much you care. I believe that phrase originated with Dale Carnegie. But it is a truth that resounds over the years for me, because there was a long period of my life, some would say, "I thought you were still in this period." I think I'm mostly over this, where I thought I knew everything better than everybody else. And I was ready to tell them why. It was usually not very artfully concealed.

Now I do believe I have a certain amount of knowledge and wisdom to offer, but I also realize none of that matters unless I deeply care about the people I'm interacting with. And nobody cares how much I know until they know whether I actually care about them. That's the most important thing. Telling the truth in love.

Now, when Christians used that phrase, when they say, "Speak the truth in love," what it usually means in my experience is I'm about to say something you don't like. I know you're not going to like it. It may even be something I'm just saying to insult you, but I'm going to disguise it as truth-telling out of concern for your spiritual or moral wellbeing. This is called spiritualizing your dysfunctions. I recommend against this practice. Telling the truth in love means finding the most loving way you can to express the truth to the other person. Think that through. It means before you have a communication with someone, before you send an email or a tweet, or you respond to something on social media, or you respond in a conversation that you're having person to person, face to face, you stop for a moment and ask yourself, "Is the way I'm about to express this thought or feeling the most loving way I can express it?" Because the more loving you can make it, the more chance you have of actually connecting with them and communicating the intended message you're trying to get across.

And the only way you can do this is to understand their point of view first. I see us going through this right now in our society. As Black Lives Matter takes hold and has become really a cultural revolution that's been long overdue. I'm not going to pretend to pontificate about this because I know so little out of my own ignorance, out of my own privilege. I didn't understand the depth to which people of color still suffer the ugly reality of racism in our culture. And so, I'm studying now. I'm reading books, I'm talking to my friends of color and I'm letting them instruct me. And I'm just listening. I'm just listening to understand. Not listening so I can build a case and argue against what they're saying, not listening so I can pretend to know everything so I can pontificate and be in charge of things. Listening because I want to understand the pain, the challenges, and the frustrations that they face and figure out what can I do to positively contribute in a sustainable way over time.

So that's just one example from my life. That may not be something that you're giving thought to right now. Maybe your issues are different. Maybe you're just thinking about a specific relationship you have with your spouse or your children. The same holds

true. The first and most important thing for us to do if we want to build, repair, deepen, strengthen relationships is to listen, to understand. Only when you understand the other person's point of view so that you can express it at least as well as they can, have you earned the right, the respect and the opportunity to share your point of view with that person. And who knows, once you come to understand their point of view, you might think, "Their point of view seems more valid than mine." This happens to me more often than I'd like to admit, but I like myself better the more I admit it.

Being in a relationship like this also means you've got to be fearless. What I mean is not without fear, but you just have to fear less. You have to be less worried about suffering harm or being ridiculed or being criticized. And you have to be more committed to telling the truth without fear. And the best advice I can give you for working on relationships, and this is not just person to person. This is also in business, which actually is person to person. So, let me reverse what I just said. This is something I'm learning in business as well. The key is slow down. I learned this through my friend, Cliff Ravenscraft, and specifically through a book called The Prosperous Coach.

And as I've been reading The Prosperous Coach now for the third time and talking with Cliff about some of these concepts, I'm recognizing things that I heard when I was in Sunday School as a child, things that I've read in other sacred texts around the world, like the [inaudible 00:31:24] in A Course in Miracles, in The Work of Byron Katie. There's this common theme of slowing down, not being in such a hurry. Jesus said, "You're anxious about many things. You should choose the thing that is most important," which is to slow down, don't be anxious. Be thankful for what you have today. Tomorrow has enough trouble of its own. These are words we're familiar with. They come down to this, slow down. And ironically, the more you slow down and spend time with relationship with people, the faster the things you're actually hoping for develop. It's a paradox, but it's a good one.

So, this bridges into the discussion about how does this all apply to business, Ray? I thought this was a business podcast. Well, it is, but guess what? You're a human being. So, the better you are at being a human, the better you will be at being in business because the prosperous business is really pretty simple. You have something of value to offer other people. It's so valuable to them, they will trade their money, the medium in which we exchange certificates of appreciation with one another for services rendered or goods provided. So valuable to other people, they're willing to give you that money in exchange for what you offer. Now, this presumes you offer something that is of value to other people. And how do you know it's of value?

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... offer something that is a value to other people. And how do you know it's of value? Because you've been listening to them. Because you've slowed down and built relationship with them. You understand what they need and what you're able to provide based on your specific giftings. Your specific zone of genius. This is how you determine what you're going to offer in your business. It might be an invention, a widget you've designed, it might be a nutritional supplement, it might be advice, it might be coaching, it might be something that you teach. The opportunities to do business digitally across the globe are stunningly endless for us today. I believe everyone can

take advantage of this, and I hope you will. You start by searching for your tribe, finding them and finding out how you can serve them, and then making that offer. Over time as you develop a list of the people that you know who need what you have to offer, you can then have the what we call the conversion conversation or the sales conversation, or you can send them the sales copy or the sales email.

The point is you have a message that explained to them here's how I understand your problem. Here's what I think is going to happen if you don't solve the problem. Here's how I can help and here's the investment that will be required for us to make this exchange. That's a very crude breakdown of the process. But you see what I'm saying? You're simply finding a need, a point where people are in pain, you're figuring out how to relieve their pain, how to solve their problem and offering to do so for them. And their gratitude is expressed in these certificates of appreciation we call money. This is how you build a prosperous business. You might think that sounds too simple. It's not that easy. I never said it was easy. I never said it was easy, but it is that simple. And I believe that ultimately, the quality of your life, the quality of your relationship, and the quality of your business comes down to the quality of your communication. And this is why I'm so fired up, so excited, so in love with the idea of writing our thoughts down, because as my friend, Michael Hyatt, says, I'm going to paraphrase this. Probably butcher it terribly. So, forgive me in advance Michael. "Thoughts have a way of clarifying themselves on the lips and pencil tips. When you speak them out loud and you write your thoughts down, you express yourself more elegantly, more persuasively. And when you can identify a system of communication that is influential, you can develop more influence and impact in the marketplace. We call this strategic influence, and that means influencing people at a distance of the things you write. So, you're influencing people before you even meet them, or they even meet you."

This is in my view, the new persuasion paradigm. This is what we're doing in the world today through social media, through our online presence, through being able to... For anybody to be able to broadcast themselves, you can have your own podcast today. Just go to anchor.fm, sign up for free. You can have a podcast on Spotify today before the day's out. That's amazing. If you haven't sat down and thought about how quickly you can establish your own media empire by having a YouTube channel, a presence on Facebook, on Twitter, on Instagram, a podcast through anchor.fm or some other means, so you can be on Spotify. You can develop your own media outlet in all these different mediums for no money. This is an incredible opportunity. And the key to making that work is having a message that is powerful, that is attractive, that actually helps people in advance.

And this is part of the new economy. I believe it's going to become more and more crucial for you to offer your prospective customers, your tribe, solutions before they ever pay you. That's how you're going to prove you can actually help them. That's how you're going to make your biggest sales pitch. By helping people for free at first. And I believe you do that by writing information that helps people, by writing copy that helps people, by sending emails that help people, by making social media posts that help people, and you do all that by first laying down the foundation and writing an outline at the very least, or an entire document or script at best. That's how I created this podcast today. So, it's a matter of writing information that not only helps, but that sells. Writing copy that not only helps but sells. Writing social media posts and emails that not only help, but they sell. And they sell because you're helping for free up front and you're

offering a deeper experience of help if they connect with you in a deeper way and they engage your services for pay.

And if they don't, guess what? You helped them anyway. Everybody wins. This is a fabulous time we live in. Everybody prospers, everybody wins, but only if you approach this entire process of choosing the prosperous life in a new economy with a spirit of love. That's the most important part of this message I can share with you right now. Love wins. We're in a very contentious period of time where there's lots of arguing going on in the online world and in the offline world. There's lots of bullying, there's lots of name calling, there's lots of denigrating or downplaying other people's messages or importance. And I encourage you, don't participate in that kind of discussion except to express love.

Think about, I know you have important ideas, important beliefs, important causes that you want to champion, and I support you in doing that. And I'm sharing with you from the bottom of my heart, I believe the best way you can do that, the best way you can have that impact and influence you want to have is by asking yourself this question before every communication you post, you write, you record, you speak, every encounter you have with every other person you ever meet. By asking this question before you communicate, is this the most loving way I can communicate this message and still tell the truth? Let that be your guide and I think you can't go wrong.

Well, I'd love to know what you think about today's episode. You can comment and we can dialogue in social media. You can also text me. I encourage you to send a text to my new text number. We can text back and forth. This is a text only number, but it actually is on the home screen of my iPhone. I answer the text myself and the number to text me at is very easy to remember because I'm going to tell it to you and we're going to put it in the show notes. It's (509) 245-2670. That's +1 (509) 245-2670. We'll put it in the show notes. Just send at me a text of any kind to that number and I'll respond and give you a chance to put your contact information into my phone and that way we can have a text dialogue and connect more deeply. I hope you'll do that. And I hope to see you back here next time on the Ray Edwards Show. Until then, may God bless you richly, may you live long, enjoy great health and prosper wildly. Peace to your house