



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

# EDWARDS

## Ray Edwards Show, Episode 479

### Do You Have the Courage to Have Every Day Be Your Best Day Ever?

#### Automated Speaker (00:00):

Ray Edward show episode 479, Do You Have the Courage to Have Every Day Be Your Best Day Ever? The Ray Edwards show. This is the podcast for prosperity, with purpose.

#### Ray Edwards (00:19):

Question for you, do you have the courage to have every day of your life be your best day ever? Now you might find that question offensive or unrealistic or ridiculous because you might say to me, "That's impossible. It can't happen." But if I told you it could happen, would you have the courage to accept it? Do you have the courage to have every day be your best day ever? Let's explore.

#### Ray Edwards (00:50):

Storytime. I was in a world of trouble. Not only did I have the COVID pandemic to think about, but I was dealing with the economic chaos as the government so kindly shut down the economy and locked us all in our homes. Plus, my wife had a heart attack. My Parkinson's disease was getting worse. I was having more tremors, more spasms, more difficulty walking. I had multiple tears in the muscles of my right rotator cuff, so my right shoulder was constantly in a state of agony. I mean, my pain level was on a nine on a one to ten scale, most of the time. Because of that, I could not sleep, which made everything else seem worse. Then added to that. We had all the political unrest, the divisiveness, the racial tensions, the hatred, the riots, the fires, the arguments, the threats, the constant worrying, grinding stress of the lockdowns. And then, one day recently, I was at home, and I started feeling a pain in my chest and jaw. A sensation like a tight band, squeezing the breath out of my lungs. Then it felt more like somebody had placed a thousand-pound weight on my chest. I broke out in a cold sweat and began vomiting, and I couldn't breathe. I was having a heart attack, or so I thought.

#### Ray Edwards (02:37):

One trip to the ER, 24 hours, and \$40,000 later, I found out what I really had was anxiety and acid reflux. I also found out I did not want to die. As bad as life may have seen, and it seemed pretty bad there for a while. In my darkest moments, I would sometimes think to God; maybe you should just take me out. In my darkest moments in the ER, I realized I would happily trade that experience for one of my previous bad days. I would gladly take the current experience I was having of being in the ER, thinking I was having a heart attack; I would trade that for what I thought was a bad day, just a week before. Because I previously thought my problems were unbearable, but this leads to today's pivotal question, unbearable compared to what? More on this in a moment.

**Automated Speaker (03:40):**

Does anyone want to live a life that has long prosperous? Spiritual foundations.

**Ray Edwards (03:47):**

There are multiple places in scripture where we are urged to strive for excellence in all that we do as a way of honoring our work and honoring God. And one of my Favorite quotes doesn't actually come from scripture, but I thought until recently it came from Aristotle. And that favorite quote is this: "We are what we repeatedly do. Excellence then is not an act, but a habit," usually attributed to Aristotle. The problem is Aristotle did not say that. I know I was bummed out too. I've become obsessed lately with the idea of double-checking attribution because I found so often quotations, these days are missed attributed with alarming regularity. And one thing that tends to happen is things that people who are very well known say were often actually originally said by people who are not well known; I don't think it's a matter of the well-known person stealing the quotation or the wisdom from the lesser-known person. I think it's a phenomenon where we tend to want to attribute great ideas to great people. And thus, there's an association between the one and the other. We end up assuming it was a great person, a great celebrity who said the very wise thing.

**Ray Edwards (05:16):**

So, what happened? Where did we get the idea that Aristotle said this phrase? Well, those words we are, what we repeatedly do, et cetera, are actually the words of Will Durant in his book, "The story of philosophy, the lives, and opinions of the world's greatest philosophers." In that book, Duran quotes a very different phrase from Aristotle, who actually wrote, "These virtues are formed in man by his doing the actions." Durant quickly, restates Aristotle's idea, more eloquently by saying, "We are what we repeatedly do. Excellence then is not an act, but a habit." It's still one of my favorite quotes. And I will, from now on, attribute it correctly to the great Will Durant, you'll find links to more info on the misattribution of this quote in the blog post. For this episode, to read those further articles, just go to [RayEdwards.com/479](http://RayEdwards.com/479).

**Automated Speaker (02:26):**

Now, simple hacks that make life cheaper, easier, and faster. Ray's tip of the week.

**Ray Edwards (06:25):**

This week's tip of the week is one of my favorite apps, which is funny because it's really many apps. It's called Setapp. This is a Mac app, and you spell it S E T A P P, it grants full access to flagship utilities at a single cost. I think it's like ten bucks a month. Like a genie's lamp. You rub the lamp you get, whatever you want Setapp is bursting with tools that are easily installed to boost your workflow productivity and the performance of your computer with a Setapp membership, you get every app available now, and every app to come. It's really pretty awesome. Check it out.

### **Automated Speaker (07:10):**

And now our feature presentation.

### **Ray Edwards (07:13):**

So earlier, I gave the example of all the trouble I was having, and then I eventually had a "compared to what" moment. It was my friend Cliff Ravenscraft, who reminded me of the compared to what exercise Tony Robbins shares in his book, unlimited power. That's a book I read back when it was originally published in 1987. So it's been kind of fun watching Cliff rediscover this book and thinking, I read that book in 1987, and I didn't get half out of it what he's getting out of it. Cliff, you are a true inspiration. Thank you for reigniting my interest in an old but great book. That stark startling and extraordinarily powerful reframe about me thinking things are bad compared to what made me stop and think about my life very carefully. And one of the thoughts I had was there are so many tools, ideas, techniques, connections, and assets that I have learned or acquired over the years and forgotten about and don't use anymore. And that's a tragedy because of our life's experiences, our life's treasure. So many of us are so busy filling up the treasure box we never bothered to reach in and enjoy any of our riches. That's a shame.

### **Ray Edwards (08:41):**

I have tools that could be serving me right now. If I had been more intentional in my learning if I had not simply learned them cognitively, but if I had learned to embody them, to live them, to make them part of my daily habitual routine, because it's not what you know, that makes you successful. It's about where you live as a habit. And what I mean by where you live is, I mean, where you live emotionally, we all have an emotional set point, and emotional home base and you know yours, and you know those of people around you. Let me ask you, do you know somebody who's always angry, no matter what happens, this person is angry. They find a reason to be angry, no matter what situation they're in. Conversely, do you know anybody who's always happy? It doesn't matter what happens; they just stay happy. Sometimes it's annoying how happy they stay. Do you know this person? Do you know somebody who is always anxious and depressed? Well, you get my point. You see where I'm headed. What I've discovered over the years is angry people will always be angry. They will use whatever is in their environment to become angrier. Happy people will always be happy. They will use whatever comes their way to get happy. It's never been so clear to me as it is now that our emotional state is not the result of what happens to us, our emotional state is a habitual practice of emotion that we are responsible for. And we use whatever comes our way to help us fuel that emotion.

### **Ray Edwards (10:38):**

Now, this may be hard for you to accept right now. Maybe you find it offensive. I invite you to consider it and think about it. For example, is it possible that something that is pleasurable can in the right circumstance feel painful? Give you an example. Maybe you love going to Disney World with your spouse to one of your favorite things to do. Maybe you do it every year. You've done it every year for 15 years, and tragically, your spouse passes away, and you want to keep the tradition up. So you go to Disneyland, and you're miserable. So you're doing something that is clearly pleasurable. You've derived pleasure from it before, and now it's causing you incredible pain, or is it, isn't it true? That's what's causing the pain. That's what's causing the misery. It's your thoughts about who's not with you about your thoughts about the things you'll never do together.

**Ray Edwards (11:40):**

Again, isn't that what's making you miserable. On the other hand, is it possible to engage in some activity that is actually painful and unpleasant and find it to be pleasant? We know it is. There are industries devoted to these sorts of things. There's CrossFit, there are iron man competitions, and there are other activities. So if it's possible to take a pleasant experience and process it in such a way that we feel pain because of it, and if it's also possible to take a painful experience and somehow process it, so it equals pleasure for us. You'd have to agree that we're in control of our emotions. Now here's the part that's going to get under your skin a bit, wherever it is, you live emotionally as a habit, your habitual emotional state, your emotional home base will determine the quality of your life. Because if your emotional set point, your emotional Homebase is depression, you will freaking be depressed no matter what happens in your life.

**Ray Edwards (12:46):**

That means opportunities will come your way, and you will let them float on by in the stream. Cause you don't care because you're down and out. You're depressed by golly, that doesn't matter to me. And later you'll regret that. And you'll complain about how I never seem to get the opportunities; it just never works out. Not realizing the crucial part you played in it, not working out. Now contrast that with the person who's always happy, optimistic and has a lot of face. The same opportunity comes along for them. And you may be better at whatever it is they're hoping to do. Maybe it's a job opportunity. You may be better at that job. You may be five times better than they are, but they go in enthusiastic, optimistic, was a can-do attitude, with a gross mindset, with certainty. They're going to get the job they're going to be in there and contribute, build and grow. Who's going to get the job then are you, Eeyore? I say that playfully because that used to be me. Obviously, the happy irritating person is going to get the job. It's how we respond. That determines what happens. We are, what we repeatedly do excellence then is not an act, but a habit, and the habit springs from where you habitually live, how you habitually fuel your life from your emotions.

**Ray Edwards (14:23):**

So as I was discussing this with Cliff and we were talking about some of the emotions I was going through, as I thought through the problems and challenges I listed for you earlier, Lynn's heart attack. She's fine. By the way, my worsening Parkinson's symptoms, my right shoulder pain, my inability to get in for a scheduled MRI because

COVID had everything tied up. All these things were stacking up, and I was using them to go back to an old habitual emotional pattern. And this old habitual pattern that I picked up when I was a child was one of depression, cynicism, and general orneriness. I have fought long and hard to build new patterns in my life. And I have, I am a happy, optimistic, lighthearted, loving person, but suddenly I wasn't showing up that way. And it really bothered me as to why kind of even scared me a little bit.

**Ray Edwards (15:22):**

I thought there was something wrong with me. And yes, there was something wrong with me! It was my thinking because, just follow me here, But Castillo teaches this model of human behavior. Get a sheet of paper and in a column on the left side of the paper, write the following letters C then go down a couple of lines, write T then go down a couple of lines, write F go down a couple more lines, write A couple more lines and write R.

**Ray Edwards (15:50):**

So, let's go down this list, and I'll show you where your emotions come from. C equals circumstance. This is what reality is. There's no arguing about it. There's no debating over it. It just is what it is. So right now at the time I'm recording this, we're in the middle of the pandemic for Coronavirus, and we're still in economic and physical lockdown. For the most part. Those are facts. They just are what they are. The minute I begin to put an interpretation on that. If I say we're in the middle of an idiotic lockdown, I've inserted my opinion. I've had a thought about the circumstance. So one key distinction to take away from this podcast is never to get your thoughts about a circumstance, confused with the actual circumstance. We'll come back to that in a moment. So the circumstance is the pandemic and the lockdown and the economic devastation. The thought is, well, death and devastation is a thought. I don't know that it's devastating. I know that economically things are shut down right now, but maybe I have a thought that this is bad, times are really bad. It's going to be rough. I've had several thoughts, and any thought we have about a circumstance in our life, especially the more powerful emotional circumstances, will result in neuro-transmitters, chemicals being released from your brain in a cocktail that courses, through your body and causes you to feel something called an emotion. The emotion, maybe fear, maybe panic, maybe glee, maybe indifference, maybe love, maybe laughing hysterically, could be any sort of feeling. But once you have the feeling, your feelings drive your actions. When you come into the office and you are switched on, powerfully productive, and indestructible because you've got to go on vacation starting tomorrow, tomorrow, Saturday, you're working on Friday. You're gonna get everything done on Friday. You are a different human on a Friday because you have emotion. You have an emotion of urgency. I got to hurry, we're living for vacation, and your actions are spot on. They're driven by your emotions. The fact is that almost all of our actions are driven by our emotions. There are many psychological studies to back this up. We think we decide logically, but we do not. We decide on our emotions. We explain with our rationality, we rationalize. We tell ourselves rational lies about why we bought that new red sports car convertible or whatever. So the feelings result in an action, which may and often is self-sabotaging and makes your circumstance even worse because your actions become a result, and the result produced the circumstance or back to the C line in the model.

**Ray Edwards (18:51):**

So, C circumstance, T thoughts, F feelings, A actions, R results, and results become part of our circumstance. And this either can be a vicious circle or a virtuous cycle. You get to decide. The great news is we get to decide all the meanings of everything that happens in our life. We get to ask ourselves the question, "Well, so-and-so just said have a nice day. What does she mean by that?" Does she mean have a nice day, or does she mean, "Have a nice day." We're deciding what that means? We do this with everything. Now, some of you are going to get really upset with me right now and want to send me a nasty email and say, you know, Ray, the reality is what it is. You can't just decide what it means and say, that's what it means. I understand there are unchangeable facts of reality. I also understand that we already decide what things mean based on what we believe. They mean and want them to mean anyway, my explaining it doesn't change the fact that's what we freaking do. So if you want to argue with somebody about this, argue with God, he made the universe this way I did not.

### **Ray Edwards (20:03):**

So I decided that what was happening in my life was not the destruction of my life, which is what it felt like for a while I felt like Job in the book of job. As it seemed like one disaster after another fell on me. But I decided that I actually believe one of my core beliefs. And that is that life is happening for me. It's not happening to me. So then I began asking a question, well, in what way is this an example of life happening for me? What does this make possible? How can I use this? What can I learn from this? And the way to change the answers you're getting to life's problems is to change the questions you're asking. So if your questions are currently questions, like, what am I going to do? My back's against the wall. How am I supposed to survive? How am I going to explain to my family that we're bankrupt? How am I going to keep us out of the homeless shelter? If you start having thoughts like that, it's going to produce fear, anger, bitterness, terror, fight, or flight response. That's going to control your actions. And the actions you take in that state are going to lead you to exactly what you fear.

### **Ray Edwards (21:19):**

So you've got to take control of your emotional response and respond differently. It's worth practicing the discipline to change the way you think about what happens to you in life. So, for me, going forward in 2020, I'm determined to make sure I'm living a new elevated, emotional life. A new elevated life, spiritually and physically. So here's what I'm doing. And what's working for me now to make that happen. And the habits I'm building because I don't want just one time fixes. I don't want just a six-day program to get myself to be more punctual or stopping a procrastinator. I want to build a new habit because we are what we repeatedly do. Excellence then is not an act but a habit. So all these things are habits. I'm looking to develop.

### **Ray Edwards (22:07):**

Here's Ray's plan for building his new reality, the best it's ever been, and always getting better. Number one, I intentionally practice the habit of being in a beautiful and powerful state. This is so important. This is me talking about that emotional Homebase again. If my emotional Homebase is depression and cynicism, it's going to be hard for me to accomplish much of consequence. I want my Homebase to be enthusiasm, joy, confidence, a sense of the sacred, a sense of meaning, a sense of purpose faith. If I want to have those feelings, be my state, I have to intentionally practice that state of

mind. How do I do it? I'm going to go through this and probably next week's podcast in detail, but it starts as my daily routines and really begins as my morning routine, which is where I begin to set the tone for the day.

**Ray Edwards (23:19):**

I download all the thoughts that are in my brain and write down everything I'm thinking. I choose the ones I want to continue having. I delete the ones I don't want to have that day. Now I get my body physically moving. I listen to great music, powerful, inspiring music. I read scripture. I read in a book on self-improvement. I read in a book on spiritual development, and then I pray, and I meditate. I have a specific meditation. I go, sir, it is a visualization exercise for those of you who are evangelical Christians. And you're freaking out right now, and you're saying, what are you doing? Right? That sounds spooky, sounds bad. It's not bad. It's biblical. I'll share the meditation with you, perhaps next week. But I do go through that meditation and visualization. And then, I exercise after exercising; I journal for 20 minutes. Then I look at my list of things to do today. I reaffirm my three big tasks. I'm going to get done today. The incidental things I'll do along the way if I have time, what my priorities are. I double-check my projects to make sure I'm not missing something that's coming up. And then I crank out the door and go about my day.

**Ray Edwards (24:33):**

Now you might ask, how long does your morning routine take? It takes about four hours. So it's not going to work for everybody just like that. You may, in fact, you will have to develop your own routine that works for you, your life, and your schedule. I'm just at a phase in my life, a season in my life. When we have no children at home, no grandchildren at home. It's just Lynn and me. I'm an early riser. She's not. So I have the power and the freedom and the gift and the privilege of being able to devote four hours to self-development every morning. And that's how I put myself in a beautiful and powerful state. So that's the thing I do. The rest of the day, support my staying in a beautiful and powerful state.

**Ray Edwards (25:13):**

Number two thing that I'm doing now, that's working for me as I've reset, reinforce, and establish in concrete, my emotional home-based I'm slowing down and going deeper into my learning, my study, and my teaching. I've always been a quick study, probably much to my disadvantage because I always waited until the last minute before tests always crammed, I was always able to do it, do it quickly and score well. But my retention level of many things I learned over life is almost nil. Last year, I probably read a hundred books. I don't remember most what was in those books because I was more interested in getting through the books and getting to a hundred than I was in absorbing what was in the books. Well, that makes no sense.

**Ray Edwards (26:01):**

So this year, I've shifted my reading goal from reading one book per week to instead reading one book every month or so, and really digesting that book. This means I'm deeply annotating, making notes in the margin, summarizing ideas, and writing an Epic summary of each book I read, and I'll begin publishing those on my blog very soon.

So be on the lookout this way, I'll pull out the most important points. The things that made the biggest impression on me really understand and own that material intellectually to be able to rewrite it in my own words. And then it becomes mine. Not I'm going to claim. I invented the seven habits of highly effective people. That's not what I'm saying. When I say, it's mine. I mean, I own it in that. I could teach it in a heartbeat if I had to, if I was on the spot to do so, I would retain it because I've owned it through repetition, through deep thinking, through rewriting, through teaching to other people. And by the way, as you're reading, highlighting and underlining is good. It's helpful when you want to come back and make your notes for your writing books, summaries, especially. But if that's all you're doing, if you're just reading and highlighting or reading and underlining, it's of almost no value because you're, you're not going to do anything intentionally. It was that knowledge later. It's just going to go back up on the shelf with the book, something to think about.

**Ray Edwards (27:25):**

My number four habitual change in life change that I've made so that I can live in a better place, emotionally, spiritually, and physically. And it's working for me. I hired a coach. You might say, Ray, you are a coach. Why on earth would you hire one? My response is a coach who does not have a coach is no coach worth having as your coach. Boom!

**Ray Edwards (27:53):**

Number five, after discussing a particular section of "Think and Grow Rich," by Napoleon Hill was Cliff Ravenscraft. I realized the leadership team for each of my companies needs to, in fact, be a mastermind group and run like one. Because we'd all be working together for the mutual accomplishment of one major definite purpose in a spirit of total harmony. That sounds like no business I've ever been part of. And I'm excited about this. We have immediately implemented our team meeting as a mastermind meeting, and we're doing the same thing for the other businesses that I own an interest in or that I own completely outright. So I own the copywriting Academy training company. I own inklings, the Ray Edwards copywriting agency. That's a separate entity. I own 50% of Revell 77 coffee, which is a brick and mortar coffee shop. The other 50% is owned by my son, Sean. And I own Ray Edwards international incorporated, which is my personal speaking, writing podcasting, and content creation business. So that's four companies that I own right now. Four new mastermind groups, I'm leading currently. Boom, just like that, because the speed of implementation is in direct proportion to the success of the mission.

**Ray Edwards (29:12):**

Number six, I have created a blueprint for my perfect week. I realized I had a perfect week set up inside Google calendar as a model that I showed to my team of assistants. And I said this is what my week would look like if it were perfect. Try to get it as close to this as you possibly can. The problem is, as I looked at the ideal week, I realized, Hmm, my ideal week is full of stuff I don't like to do. Well, That's crap. I'm not going to do that. I want an idea a week that has me doing nothing I don't want to do and only things I love to do. So I created a new calendar in Google called Ray's perfect week. This is a weekend, which I enjoy every single thing I do. I'm working right now to make my reality match up with this blueprint of my perfect week. It'll take me some time to

get there. But the interesting thing is how close I already am. Just based on having made the decision and realized a lot of the stuff I can do right now. So I've done it. I made some changes.

**Ray Edwards (30:13):**

Then number seven, I'm quite carefully and selfishly guarding the Gates of my mind. This is so important, especially in today's world. We are constantly flooded with messages, with text messages, with tweets, with status updates, with emails, with memes, with the newsfeed on our phone, with things we see on television here on radio billboards, magazines, the source of messaging is endless, and it can consume us, and there's research being done. Now that seems to indicate that there's a certain level of trauma. People experienced by learning about traumatic things through the media. And the media loves to load us up with trauma every day, all day long on the hour. So it seems very possible that just by being on social media and watching the news, reading the newspaper, you're subjecting yourself to traumatic events every day and don't think it doesn't take a toll on you. It does. So I've eliminated almost all those inputs. I use social media for marketing purposes. I share pieces of my life to help people. That's part of my marketing. I do not use social media to get my news, get my opinions, or certainly not to get somebody else's opinions about things I don't care to discuss. So I'm carefully guarding the gates of my mind. Be careful little eyes what you see, be careful, little ears. What you hear, be careful as to the lips, what you say, be careful.

**Ray Edwards (32:00):**

Because of these things that I'm doing. I can tell you that even though I'm aware of the pressures created by the pandemic, even though I'm aware of the tension in our society, because of the many things that seem to divide us, even though I'm still experiencing a great deal of pain and physical discomfort, I know all those things are going to get better. This, too, shall pass. And even though I have all those problems that really exist in my real life, I can truly tell you that today is my best day ever. And life just gets better every single day. And you may say to me, that's bull crap. I've got evidence. Here's some reasons why. And here's how I prove to myself and anyone else who wonders. I prove that this is my best day ever.

**Ray Edwards (32:55):**

Number one, I woke up today. Another day on the planet is a win. Number two, I have now survived more days than ever in my life. That's true every day. That's a win, my friends. I have learned more than ever in my life cause I'm learning every day. So every day, I know more than I ever have before. I have a fresh opportunity to make today a masterpiece. I have never had this chance for this day ever. Today's a blank slate on which I can paint a masterpiece. And I can honestly say that my life is fantastic despite my problems, or maybe because of my problems or as I now refer to them, not problems, but DSPs, delightfully, surprising puzzles. Now I understand what I just said may cause you to have some questions, and it does take courage to live like this. Hence I hearkened back to my title of today's episode, which is, do you have the courage to have every day be your best day ever? It does take courage. And the reason it takes courage is because life will throw us curve balls problems, delightfully surprising puzzles that will happen. Jesus promised in this life; you will have trouble.

People will curse you and hate you and revile you and say all manner of evil things against you. He told us this what happened so we can count on it. Buddha taught life is suffering, but here's the good news. We have the freedom to choose how we experience life, no matter what is happening, the worst can happen. And we can still decide to use this, whatever this is, whatever terrible circumstance we're facing to use this to my advantage. We can still decide no matter what happens to view this as an opportunity to lead by example, to see the learning and wisdom that is available in this situation to demonstrate what is possible and light the way for others who are stumbling in darkness, that my friends is a great privilege. It is an honor. It is an adventure. We have the ability to change our set point, our emotional Homebase, and make this state of mind, our default position, our emotional Homebase, or our emotions of habit. And that's really important because we are what we repeatedly do. Excellence then is not an act, but a habit, Will Durant.

**Ray Edwards (36:08):**

If you have questions, suggestions for books using, I might consider reading and reviewing that are outside the norm that we don't hear about every day from everybody else. Or if you have feedback for the show, please post to [RayEdwards.com/479](http://RayEdwards.com/479). Until next time I pray that you experience and enjoy great prosperity, good health, and long life, peace to your house.

**Automated Speaker 2 (36:36):**

Thank you for listening to the Ray Edward show.

**Automated Speaker (36:39):**

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**Automated Speaker 2 (36:49):**

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**Automated Speaker (36:53):**

Each week we bring you a message of prosperity with purpose and freedom. Remembering the truth. Freedom is available to all through Jesus Christ.

**[END OF AUDIO]**