



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. The letters are widely spaced and centered horizontally under the 'Ray' script.

EDWARDS

Ray Edwards Show, Episode 480

How to Do What You Love (and How to Know What That Is)

Automated Speaker (00:00):

Ray Edwards show episode 480, How to do what you love (and how to know what that is.) The Ray Edwards Show, this is the podcast for prosperity, with purpose.

Ray Edwards (00:18):

Welcome back to the Ray Edwards Show. How do you do what you love and only what you love? And secondarily, how do you even know what that is? I've got answers today. Okay. It's really more accurate to say my guest on today's show has answers. You've heard from him before here, but you've never heard him like this. He's unleashed today. My friend has tapped into a deeper core of his own being, and I think that some of the things that he and I discussed on today's show will be super beneficial to you, will be insights you can transfer to your own life, will be helpful to you as you seek to transform your life from whatever it is you have now that you don't like into what you want for the future. I mean, it really is possible to do what I talked about on last week's podcast. It really is possible to have every day be your best day ever. And some of the keys to making that happen are present in today's conversation that you're about to listen to coming up next.

Automated Speaker (01:27):

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

Ray Edwards (01:34):

Our spiritual foundation segment today is very simple. I want to read you some instructions about what to think about to help keep your mind focused on positive, uplifting, empowering thoughts and ideas that will serve you well. Whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable. If there's any excellence, if there's anything worthy of praise, think on these things. Now, notice that didn't include most of what you see today on Facebook and Twitter and Instagram that involves arguing with people. Certainly, it

doesn't have anything to do with cancel culture. So, focus on the things you want to be thinking about that will serve you well. And the list again, whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable. If there's any excellence, if there's anything worthy of praise, think on these things. That's from Philippians in the New Testament, chapter four, verse eight.

Automated Speaker (02:56):

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

Ray Edwards (03:02):

Our tip of the week, this week, you only have one day to take advantage of what I'm about to tell you about. And I'm not an affiliate for this course that I'm going to be talking to you about, but I am advocating that you seriously consider enrolling in it today because today's podcast will publish on the 24th of August. And this is the last day you can enroll in this class until he has another cohort. I'm talking about Tiago Forte's, building a second brain. Now here's the question. Do you consume tons of interesting information, but feel like it's not leading to meaningful results in your life? If you're like most of the people I talk to in the kinds of businesses that we are all in, the answer to that question is a resounding yes. This course will help you discover how having a second brain is helping people around the world, save their best ideas, organize their learning, and dramatically expand their creative output. Now, this course building a second brain is created by Tiago Forte. He and I are really super good friends, he doesn't know that yet because we haven't met yet, but we're going to, and we're going to be the best of friends.

So, Tiago, I'm just letting you know in advance. He has a site at fortelabs.com that I encourage you to check out. But I really want you to look BuildingASecondBrain.com today. And like I said, I'm not an affiliate. I'm not getting any affiliate credit for this. I'm not making any money I paid for the course myself. I did not get it for free. This is your last chance. As far as I know this year to get into this course. And it is remarkable. Here's the promise of the course that you'll find on BuildingASecondBrain.com. You will learn how to capture, organize, and share your ideas and insights using digital notes, with a systematic approach and tools that you trust to support creative breakthroughs in your work. Now that's the kind of sentence that you could hear it, and it could just blow through your mind and not make any impact if you don't think carefully about what the words actually mean. So, I want you to sit back for a moment and realize that this guy works with fortune 500 companies in the area of personal knowledge management. This is about taking the things that, you know, things that you learn, the things that you're reading, if you're one of those people who one of your goals is how many books you're going to read this year and if you've ever done that before and gone through a year where you've read 50 books or whatever the number was, and got to the end of the year and realized, I don't remember most of what's in those books. This is the cure to that. If you listen to lots of podcasts and get great ideas from them and then forget what the ideas were and never confined them again, never think about them again. This is the cure for that. If you go to lots of seminars, both in the real world and online, and you just get so many great, inspiring thoughts and ideas and systems and techniques, and you just can't seem ever to put them to work, and you forget about what they were. And you wonder sometimes why do I invest all this time and money in these things? This is the answer to that.

So, listen again, to the promise of this course, you will learn how to capture, organize, and share your ideas and insights using digital notes. So, some of you right now are saying, okay, Evernote, I get it. It's so much more than that, my friends. It's a systematic approach and tools that you trust to support creative breakthroughs in your work.

Here's how strongly I recommend it. I have a friend who's very well known. He hates text messages. He's famous for hating text messages, but I actually texted him early one morning and said, you have got to check this out. I'm enrolling in this. I think you might be interested in doing the same thing. And my comment to him was I probably know a lot of the things that are in this course already, but all I need is one powerful idea to make it worth multiples of my investment. And he texted me back and said, I think you're right. I think I'm going to enroll in it too. And the fact is before the course even started in the pre-cohort material that was provided after I enrolled, I got the one idea that totally paid for the whole course. It's that good. I know I sound like I'm a shill, but really Tiago and I've never met. I'm not an affiliate. You should check this course out. If you want to learn how to manage the knowledge better that you have, that you have accumulated from the past and that you will accumulate in the future. This is your answer.

Automated Speaker (07:39):

And now our feature presentation.

Ray Edwards (07:42):

All right let's get right to it. Who is my mystery guest? Well, it's someone you've heard in the podcast many times. You've never heard him. Like you're going to hear him today. I encourage you to open your mind and listen carefully and ask yourself as you're listening to the conversation I have with Cliff Ravenscraft. How could this apply to my own life? Hmm, something to ponder.

Cliff Ravenscraft (08:08):

How are you, man?

Ray Edwards (08:09):

I am so awesome. I am blessed. I'm happy. I'm content. I woke up this morning, looking forward to this conversation and all the other things I get to do today, I couldn't ask for anything more. I could. I will. How are you?

Cliff Ravenscraft (08:29):

As you know, I have never been better, and it gets better every minute of the day, as it presents itself to me.

Ray Edwards (08:38):

Me too. Your way of being these days has always inspired me, but the way you are today inspires me more than ever. And I want to talk about that. Particularly your authenticity, your flexibility, and your willingness to continuously reinvent your life. That

doesn't even seem like the right word reinvent is not the right word. To express your life in the way that you feel most called to do it in that moment. Does that sound, right?

Cliff Ravenscraft (09:13):

It does. I like the word transformation or to transform. I'm actually trying to process what I'm hearing you say, because there seems to be something unique about how I'm doing that today. And obviously, where I see where I am today seems to be a little bit more unique, and there are some qualities and attributes that would be assigned to where I am today. But the words that you described for just a moment I'm thinking back, and I think I've always lived those things like, today is no different. The destination of where I am today, which I'm not at my final destination, but I heard you say authenticity, transparency. You said flexibility, but the adaptability to any given circumstances in life and a commitment to transform my life to whatever needs to be shaved off or added to or changed in any way to be more and more in alignment with the clearest understanding of who I am and who I was created to be as of today, my willingness to always say no to everything, things that work things that didn't work, obviously. Well, I don't know. Actually, that's not true. It's not so obvious. I know many people who have things that clearly aren't working that they won't say no to, but I don't see anything different in my life today, as far as all of those attributes. But man, where I am today is a whole lot different and unique from let's just say the past 15-20 years of my life.

Ray Edwards (10:58):

I agree with that, what you said, and it seems to me that you are now the clearest truest representation of that, that you ever have been since I've known you. And you're also the most responsive to the feedback you're getting from life to adapt. Instead of perhaps in the past and I could be putting words on you that are not true, but it seems in the past the gap between you, glimpsing a revelation of something that might need to be pruned or shaved or readjusted or changed or transformed in some way, the gap between you having that glimpse and acting on it seems to have shortened dramatically.

Cliff Ravenscraft (11:44):

Yes. And I believe in my heart right now; I think there's one word that can describe, well, okay at least that not only one word, but one word immediately came to mind. As you said that today, I have confidence that no matter what I decide is necessary to be transformed, that if I go and follow my heart, my intuition or whatever, that is my soul calling longing, I have the confidence today to know and to trust that it's going to work out. And not only is it just going to work out, but it's going to be so much better than I could ever possibly have imagined. And so, though, and I use the word confidence because I have done this so many times. When I say, "this" a step towards a radical transformation, a step towards a radical launch of something new, start towards the shutdown of everything that's not working in life or that I feel is a distraction from who is the fullest expression of who I am.

And I've got to tell you the times where I had this sense, you know, it's like, gosh, it reminded me in 2006, I wonder what life would be like if I could do this stuff that I'm doing online on the internet, this reaching out with my voice into the world and having

a powerful and profound positive impact I wanted to do that. I was like, man, I wonder what life would be like then, but the thing is back then, not only did I not have confidence that I could do that, I couldn't even have the courage to do something that I felt and believed at the time would be impossible. So back in 2006, the reason why it took from dreaming, let's just say the first few months of 2006, this was about four or five months into my podcasting journey, I had this longing, this calling to break the norm of what was expected to get a stable, secure career path that generates a significant amount of money so that you can provide for your family, not only their needs today, but also to put savings away in the future. And you have an obligation to have a job that you can consistently rely upon. And for me, by 2006, I was already, gosh, about ten years in actually it was more than ten years into working for the family insurance agency. My mom and dad owned an independent insurance agency that was started by my grandfather in 1937. I was next in line to take it over. I had the most secure job you could have, and I was great at it, and I loved it until I discovered podcasting.

And I realized, Ooh, something inside of me tells me, man, this, this there's something that happens when I get behind a microphone. And I engage with people around the world with what I've talked about in the podcast, the conversations I'm having here. I'm called to those conversations way more than my work as an insurance agent, which I thought was really an amazing ministry in the world. And I certainly felt more called to that than what my previous calling I thought was, which was to do full-time ministry as a pastor of a church one day. And so, the idea, the thought that I could leave or even should leave the thought of actually leaving seemed to be an irresponsible thing to even consider. I mean, podcasting was brand new. In fact, there were people who were already talking about the fact that you know it's going up, but it looks like it's leveling off. And people argued that podcasting was dead. By the end of 2006, I laughed at those people back then as well. The thing is, though, I just didn't know it was possible. I didn't believe it was possible. So, I went for a year dreaming of leaving a career in insurance, a decade long, career in insurance. I spent a year dreaming about it before I ever gave it any real consideration. And then it was probably about February 2007, January, February 2007. I began talking about it out loud in one-on-one conversations with people. It's like, I wonder what life would be like. And people started hearing that, and they were saying, well, why don't you do that?

I had people that were insurance underwriters for the companies that we represented, and they say, "Hey Cliff, I've been listening to your podcast." I'm like, what how'd you find about my podcast? "Well, hello, I watched the television show Lost, and you and your wife do one of the best podcasts out there." This is amazing. "When are you going to do this full time?" People would say to me. Now, these are people I'd never had that conversation with, and all of a sudden, it's like, "Wait a second. Don't go there." You know? "That that's a silly thing." You know? "No, seriously, Cliff, I predict a future where you will do this stuff full time." And I'm like, "Whoa, what is that?" And then I began to talk about it in my podcast content and people in my audience who were these people called entrepreneurs or something they would reach out and say, "Hey, I don't want to let you know, cliff. I've never had a position where I worked for anybody in my life. I've always worked for myself. I've always been full time. Self-employed and dude, you've got everything it takes to make it. And if you'd like a jump on a phone call with you." And I'd have one-hour, two-hour, three-hour conversations with people who

swore to me that there's just every single opportunity laying at your feet and I would come home, and I would tell Stephanie about those things.

And I'd get really excited about the idea, but, and so I started to believe it was possible, but the idea of having courage right then was a challenge. And then finally I had a string of bad days at the office, I mean the place where I felt guilty because most of the time, I was at the insurance office, I was there physically, but not very much mentally. In an eight-hour day, I probably got about 90 minutes of insurance work done. And the rest of it all, basically emailing people who listened to my podcast content, either taking some of the emails that came in that had a common theme. And I'm like, "Oh, this would make a great outline for a new podcast episode that I'll put out." And I get frustrated when somebody would say, "Hey cliff, can I buy lots of insurance from you? That's going to make you lots of money and commission." Ah, nobody got time for this. I hate these calls. And I had a really terrible day, one day and I came home and Stephanie's like, listen, that's enough. I want my husband back, and the kids want their dad back, and you and I both know that God has opened a path for you to do this work full-time. You're already making enough money on the side because of all the advice you've been getting from these people. Obviously, it's not enough to replace your income, but just imagine what would be possible if you actually had your 40 hours a week that you spend there to put towards what you love. And so really at first, it was Stephanie who had the courage for me to go and do something crazy, like completely shut down 100% of my revenue from living a lifetime of an employee and stepping out and transforming my life into a life where I am now 100% responsible for whether or not there's any money coming into our house or not.

So that was, that was my first step. And it wasn't even me back then. It was Stephanie, Stephanie's the one who, who did it. But with that being said, it was Stephanie's encouragement, but I still had to have the courage the next day to put my 90-day notice in. And I had to get through all of the fear, dread, worry, and anxiety and doubt that experienced during those next 90 days. And then all of a sudden, I'm out completely 100% on my own as of January 1st, 2008. I'm like, "Man, I don't even know what I don't know." It was the most thrilling, invigorating, fulfilling work I've ever done in our life. It was also the very first that I think 2000, actually late 2007, and through 2008, I think those are the first times the actual definition of depression would show up into my life. Like real bouts of what the heck am I doing? I don't know if I've got this. My confidence is low. I mean, I never had a situation in my life, thankfully that wherever I thought about taking my life. But there are times when I'm like, I'm wondering if I'm not a more financially viable candidate for my providing for my family, with life insurance versus what I'm doing here. However, at the same time, not once did it ever get so bad that I ever thought of going back and through the entire year of 2008, I worked around the clock, and you know, 14, 18 hours a day, seven days a week, every week, not a single day off for the first nine months. And by the end of the year, my business was profitable, paid for all of the overhead, paid for health insurance for the family as a business expense, paid for my CPA, everything was paid for. The only thing is, is I never drew a single paycheck for the first nine months. And then, during the final quarter, my net income for the entire year was \$11,000 net income. And then, I landed myself in the hospital in January 2009 after my first year of full-time self-employment, and I almost died from gallstones and all kinds of other physical ailments that came as a result of my unhealthy living that first year.

That's the first time I felt like, "Man, there's something I really should be doing with my life. And, and I should transform it. I should pursue this. I should cut all of this off and stuff like that." And what that took so much then, Ray was courage. It took courage to dream. What would life be like if this? It took courage to speak it out loud to a couple of friends. It took courage to speak it out publicly to a podcast audience, to courage, to have those conversations with my wife. It took courage to go in and tell my dad I'm leaving the family business. It took courage to stick it out throughout that first year, even after I got out of the hospital. It took courage to move forward. So, it was a lot of courage in the early days.

Ray Edwards (22:17):

Yeah, I see that quality has remained. You're right. The things I mentioned at the beginning of this conversation have been true of you, as long as I've known you. I think I see more. I don't know if it's more courageous because courage is to be afraid and do it anyway. I feel as though, we haven't talked about this, we haven't pre-discussed any of this, so this is just a live conversation unfolding. I feel as though courage is acting even in the, or especially in the, in the presence of fear. You feel the fear, and you do it anyway. And yet I feel that now you have less fear of making these big decisions.

Cliff Ravenscraft (22:59):

That is exactly it. So that's why I said now the attribute that I have now is confidence. See, confidence comes after you've done some really crazy stuff, and your worst fears never came true. And, and I've always, I've always done some courageous stuff. And the crazy thing is, is every time I felt led to pursue something that seemed impossible to me, or at least very uncomfortable when there's a lot of potential downfalls where there's a risk. I mean, genuine, real, authentic risk on the table. I could lose, I could fail, I could fall down, I could get hurt. All of that. Lots of risks here. And confidence has come to after doing that over and over and over and over again. So many times and realizing there's never been a time that I've looked back and said, "Man, I wish I wouldn't have done that." That's never occurred. In all of the years, I've been doing all of these interviews and conversations with people in podcasts. That one of those questions that tend to come up from some people is, "Hey, if you could go back and talk to yourself 10, 15 years ago, what would you have done differently?" And the answer to that question is nothing. I would do nothing different than what I've done. "What?" And then, of course, some people jumped to the conclusion, "Are you saying that you've everything perfectly. You've never made any mistakes? You haven't had major losses?" And I didn't say that at all. I'm still not perfect. I never will be, but I'm not. I'm never shooting for perfection. I've made huge mistakes, I've said and done things that I regret all of those things, but would I go back and change them? No, because I've learned from everything. Not to mention the fact that the ones that, where I literally fail, like big, you know, fell down straight on my face, bruised, bloodied, whatever, man, the stuff I learned from that.

I mean, there are things that I'm like, gosh, if you were to go back and listen to some of the content I put out a couple of years ago, the things that I said in reaction to certain things, circumstances in life, and I would go to a microphone and start sharing my thoughts about what's going on. Whether I said the details of what was going on or not. I might listen to those things today, and I might cringe. But at the same time, I'm

like, man, how much have I grown emotionally since then? Wow. And there were some real lessons that helped me grow up through those circumstances. And I wouldn't be as mature mentally as I am today if it weren't through those trials. So no, I wouldn't change any of those things. I was an idiot to say what I did, but man, am I glad I got exposed to those things, and I grew. I'm better today as a result.

Ray Edwards (26:05):

That's fascinating. I have the same outlook and not only on mistakes or poor choices that I've made but also on circumstances that were out of my control. The diagnosis of Parkinson's disease and the struggles I've had with that. I wouldn't wish it on anyone. I certainly wouldn't choose it if I didn't have it today, I wouldn't say, "Oh, here's an opportunity for growth. I'll take that." However, had I not experienced that there are so many things about me that I love now that I am convinced, I would not have grown into. There were so many things that would not have been exposed that needed to be dealt with in my own person. So, I look at that as it happened, and then I had a decision to make. "Well, am I a victim of this, or is there an opportunity in this?" And I haven't had that attitude 100% of the time.

There are times when I've had the opposite attitude of, "Oh, poor pitiful me." But I've had from the beginning, I've had the long-term vision that I'm going to grow through this. I, as bad as this may be, whatever's been thrown at me, was intended for evil will be turned to good, and it has happened. And I wouldn't go back and change it because I wouldn't be who I am today. If that hadn't happened. And I love who I am today. And I love who you are today. And something that triggered us having this conversation was me listening to the last couple of, three episodes of audio journal and hearing you talk about your process. It was really when you identified; I'm just talking about what I'm going through. I'm sharing with you what I'm experiencing, what, how I'm deciding to live. And I'm not telling you that you have to agree with that and do what I'm doing. I'm just telling you this is what's happening with me. And I love the immediate authenticity of that and the power of it because in the entrepreneurial space and let me just make this more real. With me, I've had a history of very carefully measuring what I said publicly based on how it might affect people's perception of me. And I've reached a place where I now have very little regard for people's perception of me. I don't want people to perceive me other than the way I am, but I have zero interest in correcting their perception. And I feel that you are exemplifying that and you're willing to make big changes that some people would question that some people do question that some people say that's dumb. You shouldn't do that, but you have decided, and you have no qualm about saying, this is what I've decided for me. This is why I'm doing it. And this is what I'm doing. And then if things start going south, you have no problem saying, well, this is working out differently than I expected, and sharing how you're dealing with it, which I think is the most valuable form of sharing a person could do.

Cliff Ravenscraft (29:39):

I appreciate that. You know, it reminds me of the days when I was doing a lot of what you're talking about publicly in the podcast, that was my main business podcast at the time it was called Podcast Answer Man. And it was Podcast Answer Man, for a decade or more. Yeah, actually it was a decade because I started that in December 2006. And I think I changed it in 2016. So, Podcast Answer Man. And then what exactly what you said, I've always, well, I can't say that. I always, my greatest desire through the content

that I create and what I know I feel called to do in this world who, how I'm supposed to show up in this world. I've determined that I'm supposed to take all of my experiences in life. The things that I'm learning, whether it's through books, experiences, classes, podcasts, whatever, everything that I've got on the table, my experience, my expertise, my passions, the things I'm learning, all of this stuff. I want to take all of that. And I want to create content that is entertaining, educational, encouraging, and inspirational, with the purpose of inspiring other people to take bold actions towards living the life of their dreams.

Now, if I want to be less politically correct, coming from somebody who has always felt even from, well, at least from age 18, have felt that I am called to full-time ministry in this world. So, my desire is always to help people to pursue the life that they were created to live. So that's who I am. And I had determined, and I had discovered a while back, many years ago, that my favorite form of doing that is telling what's going on in my life from my perspective. It's like, "Hey, I'm Cliff Ravenscraft. And here's what I'm going to tell you that I recently experienced are here is a goal that I have." I'll never forget the time. It was 2011, Ray and I put out my goal. I said, "I'm going to share with you today 12 goals that I have for 2012." Two of those goals were the craziest. One of them was that I wanted to be known as a paid public speaker. I wanted to start making money from speaking on stages. And number two, if that wasn't bold enough, by the way, I really stunk at public speaking back then, I mean, I was terrible. And I also got physically ill, days and certainly hours before any speaking engagements. So why on earth I'd ever want to do that? I, well, I do know today why I wanted to do that, but it was a goal. It was a dream. So I put that out there, and I said, but also I don't want just that if we're just going to go for anything, I want the words, keynote speaker next to my name in whatever publications are made for the events that I speak at. I want a keynote, and I'm not talking about those events. You know, those events. I remember saying, you know, there are events that are like four or five days long, and they have every single morning, they have it. They put a keynote speaker in every evening. It's like, no, I'm talking about a real authentic, genuine keynote speaker. I'm talking about the guy who was the first person that every attendee hears and that person. I want to be the person who sets the stage for the experience that they're about ready to have. Or I want to be the closing keynote speaker I want to be the guy who takes all the excitement, all of the awesomeness of what you've just experienced and then give you something powerful to propel you forward, leaving the event. That's who I want to be. And I was a terrible public speaker.

And so, I put that goal out there, those goals out there with everything else. And, and you know, the fun thing is Ray is what I loved about that is like I told people, I said, I'm not a great speaker, but this is what I want, and here's how I'm going to go about doing it. I've already been speaking at a couple of events, and they've been pretty decent. I still freak myself out. I am going to start reading some books. In fact, there's this Dale Carnegie book, I think it's called "Stand and Deliver" or something like that. And I'm going to look up some coaches, I'm going to go, you know, I'm going to do some things, but I am committed to making this a reality. If it happens, I don't know how it's going to happen, but man, it would be cool if I could actually achieve those two goals along with the other ten goals that I shared in this episode. And I'll just keep you guys posted.

So, what I did is throughout the weeks and months ahead as I, hey guys, I read this book, and here's what I learned. And wow, this is really helpful information. I think I'm

going to stop trying to script my entire talks and memorize them. I think I'm going to start using outlines and Oh, and then a couple of weeks later, "Oh, by the way, I just got an email. I've just been invited to my first paid speaking gig for the Catholic new media conference. And guess what? Father Roderick, Glen Hogan, wants me to do the opening keynote address." And I'm like flipping out. I was like, this is so cool. Now I'm being paid, and I'm a keynote speaker with the first set. Boom, it's here. So this is what I love is like the things that I'm dreaming of and thinking about in my mind, I'm actually living an example, in front of a community of people showing you that this isn't some kind of weird cosmic stuff that, you know, although there may be some stuff to that weird cosmic stuff, I'm just showing you that, man, when you actually decide what you want and you begin to take steps, you're more likely to have something show up in your life. If you first have a destination in mind and you take steps towards it and to be able to exemplify that.

So that's what I've always done is I've just been, "Hey, here's what I want in life, and here are the steps that I'm taking. Here are the obstacles that are in my way. Here's how I tripped over this one and failed miserably. But here's some things that went right. Here's, oh my gosh, Michael Hyatt just invited me to speak at his platform conference. I'm getting paid to speak at his event. Oh my God." Now I'm really freaked out. It's because this is somebody that I really look up to. I'm like, Oh man. Everything throughout my entire journey, I'm always sharing. This is who I am. This is what I want. This is what I'm learning. This is what I'm experiencing. And the thing is, though, is I got away from talking about Podcast Answer Man questions. Because this show was started a decade earlier. It was started with, "Hey, do you have technical questions related to podcasting? Come here and ask them. I'm not telling you that I have all of the answers, but I love podcasting so much. I guarantee you, if you ask me the question, I know where to find the answer, and I will do it." And that's what I, I built my brand on. But over time I realized it's like, man, this is, I know that I'm good at this. But what I really love is sharing my story. I love sharing my journey. I love sharing my dreams and what I'm learning about, how I get there and how things are working out. I and the feedback that I get is every now, and then somebody says, "Hey, I really want to thank you for that tip, for that tour." "Hey, thank you. Here's a picture of my studio. I bought all that equipment you talked about." And that was fun. That was exciting. But man, I've got all these handwritten letters, postcards from around the world from people. Tell me when you shared your story about that, it changed my life. And I got email after email, out of that. And so that's when Ray, I realized, this is who I am. This is what I want to do.

So, I started doing that, and I started getting lots of one-star negative reviews in iTunes, and they said, "You know what? Bait and switch this podcast is called Podcast Answer Man, and I haven't heard him answer a question related to the technical aspects of podcasting in months, don't waste your time." And there were a lot of threads like that. And eventually, I got to the place where it's like, man, if everybody's if this is what I felt like, man, I was getting enough of this that it's like, man, am I doing something wrong? And that was one of those times where a decade after I left my career in insurance, I began to ask myself, "I wonder if I could, I wonder what life would be like if I could go and do what I feel most called to do, share my story authentically transparently. Talk about me all the time and not upset all of these people who are not getting what they wanted from me." Yes, I can answer your technical questions related to podcasting. Yes, I could go review the latest new tool that just came out for

podcasters, spend a couple of hours testing it out, and giving you my review of it. I have zero desire to do that.

So, I finally, it took me a little while, but finally, I said, you know what? I'm going to rip the band aid off. This show is no longer the Podcast Answer Man. I have renamed it in iTunes, and in my RSS feed, this is now the Cliff Ravenscraft show. Nobody can ever leave me an authentic, genuine review that says I don't talk about in this podcast what the name of the show is because it's the cliff Ravenscraft show baby.

Ray Edwards (39:18):

It's a show about me. Yes, I love that. The interesting thing to me is, as I'm listening to this, I realize we are friends, and we have a relationship where we can pick up the phone and talk to one another whenever we want to. And we often do. And yet I still love listening to your content because I still learn things about you and from you that I wouldn't otherwise. So, I'm so glad you show up in that way.

Cliff Ravenscraft (39:58):

Ray, you know, as you just said that, I want to tell you something. I have a great deal of direct access to this guy named Cliff Ravenscraft as well. And I could pick up the phone and have a conversation with myself as often as I want. But you know what, when I record and publish another episode of the cliff Ravenscraft show or today, what is currently my favorite show, which is the audio journal. Guess what? I am learning more about myself and having new insights at the time that I'm recording them the same things that you're picking up. I'm literally learning new stuff about me every day as well.

Ray Edwards (40:47):

That's good. And it's encouraging because this is the first time, I've ever said this publicly. I have the same experience with my own show. And I often listen to my own show to learn from myself. Sometimes I go back, I'm looking through the archives, and I see something where I did a show about a particular subject or somebody writes to me and says, you know, in this episode, you said the following, and it changed my life. And I go back and listen. And I realize, wow, I said that six months ago, but I'm just now learning it from me. What's up with that? I love it. This what we're talking about, learning as you're speaking as you're teaching or as you're just thinking out loud, I feel like it's more accurate. I have a saying that I often teach my copywriting students. I say writing is doing part of thinking. And then I tell them you haven't done the work unless you write it down. But now I realize speaking is also the doing part of thinking. So, it's, I think my statement to my students would be more accurate if I said until you've communicated it, you haven't finished thinking it.

Cliff Ravenscraft (42:01):

Yes. I like that. That, that is exactly it for me. I will tell you; I get very frustrated reading books if I don't have a break to go and either immediately have a conversation with somebody about what I just read or to go record a podcast episode about what I just read. I can tell you right now; I would explode if I read a book from front cover to back

cover and didn't have conversations with people about what I had read it w I would, I think I would short circuit.

Ray Edwards (42:43):

That's so good. And it's, I relate to it so much because I realize now, as we're talking, I'm the same way. I know I drove some people in my life crazy because I would read a book and I would have to talk to them about it, or I would invest in going to a seminar or workshop, or I would listen to a podcast, but I would have to like teach it to them for me to be able to process it. And there are actually times when people in my life would say, "Oh, you've been reading a book or something. What's going on?" Can we, in one case, "Can we not do this?" So, I had to learn, not everybody was willing to undergo and to withstand the deluge of things I wanted to say.

Cliff Ravenscraft (43:28):

And that's why some people should create audio journal podcasts. Just saying. As you, as you can tell, I had plenty of people who were done with hearing me talk about all the random stuff going through my brain. And so, for me, I've always needed an outlet for my mind dumps, if you will, and if that's the thread of all of this, I was, I think it was 2006. I'd have to look at the date, but I started a show it was originally called my crazy life, and after 385 episodes of that show, I realized I'd probably get more people interested in the podcast if I titled it, or if I titled it pursuing a balanced life instead. And it did, I went from about 200 to 300 subscribers to about 1500 to 2000 subscribers. And then that show, eventually, I shut it down when I turned Podcast Answer Man into the cliff Ravenscraft show. And I began to try to bring that style of content to my professional business brand. And while I don't necessarily, I'm not so much concerned about what people think about me and stuff like that. But I do still feel like I do want to curate a first impression of the quality of who I am as a professional in a business brand sense. And I realized, "Wait a second, there is a lot of content that I'm putting into the cliff Ravenscraft show that is authentic and transparent to who I am. And it's a lot of me processing things out loud without having thought about this before I hit the record button and people who know me understand the value of this." But if I could realize that, man, if somebody heard a Ray Edwards, Michael Hyatt, or some of these other people say, "Hey, go check out cliff Ravenscraft podcasts you'll love it." If they were to tune into that podcast I just published, I can't imagine somebody truly getting hooked on the content that I put out there as far as who I am.

And so, I realized it's like, it's kind of like you imagine this If somebody has been listening to my content for a couple of weeks or a couple of months, or in some cases a couple of years, and they really love me. If I said, "Hey, I'll tell you what, here's one of my physical written journals for an entire 18 months of my life. Feel free to open up to any page, read anything you want." There are some people who would genuinely be interested in reading some of that and then asking me questions about it. However, I can't imagine somebody who's never heard of me before and, and say, "Hey, would you like to read my diary?" Why would I care about what you had just experienced when you dropped your daughter off at college? I didn't know who you are.

And so, anyway, that, and what I realized is like, Hmm, you know what? I miss the old Pursuing A Balanced Life Days, where I could have this audio journal because I realized every episode of the Cliff Ravenscraft show is somebody's first experience of

me and my voice. And so, I do curate that intention with intentionality these days. And by the way, that does say the Cliff Ravenscraft show, doesn't truly authentically get all of me, but I still have that outlet, that place I can go. It's like, listen, here's what I will tell you. Subscribe to this podcast. It's at least once a week, you're going to get what's rattling through my brain, but watch out, there are times when you might get seven episodes in a week. And if I'm really going crazy and I got lots going on, there's been times in the pursuing about like, they're like ten episodes one week of pursuing a balanced life.

So yeah, I love having that outlet just to say, this is what's going on. If for nothing else, there are some episodes, Ray, I don't care if anybody ever listens to that, I'll go out and record and talk and just say out loud, what's on my mind in a way that I'm assuming somebody is listening because there is one person listening and it's me, and that man is saying it out loud. All of a sudden, it's like, "Oh, okay. I don't like how that sounds. And so maybe that's not what I'm thinking." And I didn't realize it until I said it out loud and trying to justify what that thought is with a description of it. And like I said, I'm learning things about myself and about what I read in this book or saw in this movie or in this TV show. And now the funny thing is there are over the years, these audio journal format style podcasts, I'd say there's been at least 80 to 100 episodes that are a minimum of one hour that have never been published in an RSS feed.

Ray Edwards (48:27):

After you recorded them. You decided I don't want to release it.

Cliff Ravenscraft (48:31):

It's not that I was ashamed, but there were things that I said that contained information that was inappropriate for me to share, even though I withheld names and stuff like that, there are enough people who would know this is who I'm talking about. And I came home, and I'm like, "You know what? That one was for me."

Ray Edwards (48:52):

One of the beautiful things I like about listening to the audio journal is I can think back over the course of the last year, some changes you've made to the way you run your business. There was a time, not that long ago, that sometimes you would say things that challenge the way I do things, and it would bother me. I would want to respond. And sometimes I did, I'd say, "Well, I don't agree when you said this." And because of your personal development that you've been going through and because we're such good friends and what you think is important to me, not that I have to agree with everything you think is just when you think something is important, I stop and think Cliff thinks that it's important. I wonder why. And I've reached a point now where I can honestly say you say things that I think previously would have upset me, maybe because I would have felt like it was a judgment of something that I'm doing that I shouldn't do. I don't think you ever did that with that intention. I'm talking about me now.

Now when I hear you say something that challenges a belief or a practice or a habit of mine, I actually get excited because I know this gives me a chance to rethink this. So, for me, the fact that you are currently not working on Mondays and Fridays and you're

taking four-day weekends, that challenged me, and it excited me. And I started thinking to myself, well, Cliff and I are different businesses. I'm doing some different things than he is. I'm not a life coach. I mean, actually, I am, but that's not how I bill myself. It's not the primary stated function of my business, and there are so many other moving pieces. And so, my first thought was, what's not possible for me to do that. And then I stopped, and I thought, "Oh, wait a minute. What's not possible. Anything is possible. I tell people that all the time." So, I've because of your journey, and you're sharing how it's unfolding for you. I started thinking, well, if it were possible, how would I do that? How would I arrange things in my business? And then this whole Coronavirus thing came along, and we all got an opportunity to sit down in a quiet room by ourselves and think, or talk, or both, both is good. And first I thought, well, now I have permission to change anything I want to in my business. And I actually, when I had that thought sitting in this chair, in this office, I literally laughed out loud because the next thought was, "Well, when did I not have permission to do that?" So, it was a moment of call it revelation, call it enlightenment, call it what you will. Yeah, I enjoyed it immensely. And there are things that were happening in my business that have been eliminated. Since I heard you talk about that. And there are other things that are being eliminated, and there are more things that are going to be eliminated. And I realized that the freedom that we have to create our own life is the most precious thing we have. The freedom to decide what we want, what we will and what we won't do, and even if that ends up being a mistake that I later change, that freedom is a limitless treasure.

Cliff Ravenscraft (52:25):

Yes. After I transitioned from Podcast Answer Man, shut that brand down and began, you know, what is today, I call Mindset Answer, Man instead. And then I literally like hinged everything publicly on the success of moving towards stadium events. You know, it's like this crazy vision, which by the way, I still believe, Ray, that one day I'm going to, I'm going to stand on a stage in front of tens of thousands of people. And those people came to hear me speak. I still feel like that's going to be there, but one thing I can tell you right now, if it ever happens, at least the way I'm looking at it today, it will happen in spite of the actions that I take. It will be unavoidable because I burned myself out on the pursuit of that vision. I'm like, listen, God, if this is truly from you, you're just going to have to drop me in the center of it and, and I'm going to up one day and say, how in the heck did I get here? Because it will not be of me. That's all I have to say about that. But boy therefor, for a couple of years though, I, I began to have enough courage to talk about it publicly. And I proclaimed boldly, "This is what I'm going to do. Here's how I'm going to do it. I said, guys, I'm going to start my first annual conference called Free the Dream. And I'm going to have 300 people. There's no way in heck I'm not going to be able to do this. In fact, one of the sessions I'm going to teach you is how to get everything you ever wanted out of life. And I'm going to apply the principles."

And yeah, that was fun. That, that, that, that first year cost me \$38,000. That was \$38,000 in the hole. Yeah. Anyway, and then it's like, okay, I learned everything I needed to learn. This is what I, this is why I didn't get it. I'm going to reevaluate my results. And I'm going to change my approach. And I'm going to go after the Free the Dream 2019 will have no less than 300 people. The first year I had 87 people, and the second year had 117 people. And the good news is I only lost \$19,000 the second year moving in the right direction. And so much of me, I mean, so much of my content

for two years, Ray, publicly is I'm not giving up on this. I'm going to keep moving forward. And I'm going to show you that if you truly want something, you've decided you're going to get this no matter what this, and I'm just going to keep showing you, you will see one day I will have. And then, all of a sudden, about two months before Free the Dream 2019, I realized this is not what I want. I thought it was, but it's not. It's a distraction. It is a distraction from who I'm called to be and how I'm supposed to show up in the world, and the way that I've been approaching this has taken me out of integrity with how I like to market, how I like to do relationships. It has completely taken me away from the spirit in which I feel called to create content. And I just, I just do not like all of this stuff. It's costing myself financially. I mean, thankfully I've got other streams in my business that allowed me to continue to put food on the table and I had enough of a community and enough clout and everything to be able to dig myself out of a \$38,000 hole, dig myself out of a \$19,000 hole the next year.

But I began to ask myself, can I pull off a 300-person event and then grow it to a 500 to a thousand to a fifteen thousand all the way to a, a stadium event? The answer is yes. Yes, I could. I was on the right path. I really believe that. But then just like you said, I was like, what would life be like if I just stopped pursuing this stadium event, what would life be like if I just stopped doing this event and did something unique, not different than my business, but what if I doubled down in the one area of my business, where I have the most powerful, profound, and positive impact, all three P's in one sentence there. What happened if I actually just dove into the lives of 24 people and maybe three to five, one on one clients? What if I actually put everything into a small group of people and said no to everything else in my business? And I began dreaming about it, and then I began organizing it. And today I live it.

Ray Edwards (56:58):

And that's so inspiring. And the most inspiring part is having been able to walk with you through that journey. Not because we're friends, and we have secret conversations that nobody else knows about because you shared it all very openly. I mean, you did things that other people that we, I'll say this, other people that I know that are well known, who are well-respected. Some of those things are the kinds of things they would never disclose publicly because they would feel that it would cast a bad shadow on the public's perception of them. And I personally am growing more and more to believe that the way you're approaching this and the way I'm approaching it, like that more and more, the reason it's so attractive to people is because of the era, when a person could get away with a persona crafted appearance, where all the imperfections, "imperfections" In other words, I don't believe their imperfections I believe they're simply things that happen or things that we do, the era when you could fake it until "you make it," I think is gone. People see through that, even if they don't see through it. I think there are many people who feel a feeling that comes from that, that turns them off, that turns them away. And when someone is being open and openly sharing, they feel that, and they feel attracted to that. I have something that-

Cliff Ravenscraft (58:38):

It really ties into the earliest part of that statement. You said something about trying to appeal to the masses, curating other-

Ray Edwards (58:47):

It's curating a persona.

Cliff Ravenscraft (58:49):

Yeah, but it's more for, you know, protecting my image in this large community. See, the thing is, and I want to authentically share with you some thoughts on this because I've been thinking a lot about that. There's a lot of things where some people have said, well, cliff, that's easy for you. And some of those things, and I love this because "Cliff, it's easy for you because you're Cliff Ravenscraft." It's like, yeah, but I wasn't always who you see me as today. I want you to know that I was once a guy in Northern Kentucky who had a passion for a TV show that nobody outside of Northern Kentucky had ever heard of. I promise you; I wasn't always me. So first and foremost, I built what I am today. Now, the other thing is, I can tell you, Ray, is because of what I have found that I most want to do and how I want to show up in the world I realized I took that whole, was it, Gary Keller or somebody? The whole thousand true fan thing. Do you remember who said that?

Ray Edwards (59:53):

Oh, no, but yeah.

Cliff Ravenscraft (59:55):

It was in 2008, and then some guy wrote an article, A Thousand True Fans. I did a couple of podcast episodes on it, but it says, listen, you don't have to have hundreds of thousands. You don't have to have millions. You don't have to have that. If you just had 1000 true fans, you can make a great living. All right. And he even said, you don't even need a thousand. You could get by with a hundred. And I began to ask myself, what if had ten, seriously? So, I'm actually on the path. I'm on the path right now, Ray, where I'm looking for my first client who will hire me as a coach for a hundred thousand dollars a year. And I'd love to have somewhere between five to ten clients eventually, that will pay me a hundred thousand dollars a year.

Now imagine that in each of those clients would, let's just say on average, we talk, uh, once or twice a month. And that that's really our engagement. I might go and meet with them, fly out and see them or whatever. But first of all, ten clients at a 100k a year, I'm not great at my math, but I'm pretty sure that's a million-dollar income.

Ray Edwards (01:01:01):

That is correct.

Cliff Ravenscraft (01:01:02):

What if I only have three clients at 100K a year? I was still making \$300,000 a year. That's not so shabby. You know what? I could probably handle three to five clients at a hundred thousand dollars a year and make a commitment. I will never work on any day other than Wednesday. I will have every Thursday, Friday, Saturday, Sunday, Monday, and Tuesday off. I could see that as a real possibility in my future. So now I'm not at that place yet. So, I currently, you know, I don't need to go into all the financial situation, but I've got a pretty sweet thing going for me right now. My

average client that comes on board is somewhere between 15 to \$27,000 a year at this point. So, I don't need to serve a ton to make my financial situation. And for me, Ray, that's why I feel like I have a lot more freedom to do whatever I want, say whatever I want, be authentically me because my business model, my livelihood, my paying for all of the things I feel called to pay for it to be the provider of my family is not dependent upon the perception of thousands, tens of thousands or hundreds of thousands of people.

If my business model were uniquely like some other people, my behavior would be different. I can authentically and transparently tell you if I needed to have thousands of people buy a product from me every year, I can tell you right now, as much as I value authenticity, transparency and all of that other stuff is genuine, it's not that I would ever fake it till I make it, but I would withhold some more of the more challenging and more controversial thoughts and feelings because you know what those aren't necessary for me to share with the world. I think they're helpful, but sometimes things that are helpful to share and could be valuable to share could completely be mis strewn and mistaken. And people could have a false perception of me and not know my true motives. And if I let some of those things out into the world and I don't manage, what's available for people to interpret that I've said, then I could actually see myself creating financial hardship for myself and my family. And so, I don't judge people who have a business model where, I mean, they have a business model that requires that they reach lots of people. But I can tell you right now it's not that I'm some sort of Saint because I do what I do. It's just like, I just don't need nobody. I think about this. Right now, my life, I never need more than 25 clients, 25. If I can, if I can find 25 people who are true fans, who believe that I could add value to their life at the price at which I currently charge, I would never need more than 25 clients at this point, at least in this season of my life and what I'm doing.

So, that gives me the freedom to just not show up on. I mean, I don't know if you've noticed, I don't show. I know you've heard me mention it, but I haven't been showing up on Instagram on Facebook or anything like that. The Cliff Ravenscraft show is kind of hit or miss whether or not I put an episode out each week, and it's not because I don't love it, It's just like I got other things I got going on, and I'm serving. I can tell you this; there's a group of people about 20 to 25 people. I promise you; they have not seen any vacuum of Cliffs showing up in their lives, but that's where my heart is. That's where I'm at these days.

Ray Edwards (01:04:59):

And I absolutely love that, and I'm moving into a space where I'm restructuring my life and my business so that I can even more, not be concerned about having large numbers, having thousands of people buy a product. I feel like I've been halfway there because I've adopted a policy of just saying what's on my mind, which has caused me some tension and stress at times. So, just through listening to you and watching what you're walking through and especially hearing what you just said, that was so helpful to me because that helps clarify for me some other changes I want to make so that I don't feel encumbered by something I'm doing over on this side of my life. So that it restricts me from doing what I want to do over on this side of my life. And the sides are artificial, mental constructs, I just have one life. I'm super in love with freedom. And what you just described sounds like freedom.

Cliff Ravenscraft (01:06:15):

It does, and freedom comes at a price. Freedom comes with sacrifice. I know, you know this, you hear things. I mean, of course, one thing, the Coronavirus situation that we're currently in and going through it has helped everybody understand. We've always lived in uncertain times. People email me all it's like in these uncertain times, it's like, when has there ever been a time that you've lived a year of your life where there wasn't uncertainty? There's always, we're always uncertain, but with that being said, you know, there's a lot of people who have had business models, where if, if they lose 15% of their clientele goes away, it's not that big of a deal. There are people who have not only diversified in their investments, but there are people who have been diversified in their businesses. They have multiple streams of income. So, for example, let's just say if all of a sudden, the live events portion of their business is dried up and there's no income, but at least there's still these virtual events and these mastermind groups and coaching and other things. There are a lot of people who are diversified.

So, I will tell you that the more clients you have, the less, any one client leaving, you will be painful. Now, right now, my mastermind groups that I do are 25K a year or \$2,250 a month. And I've got to tell you when a client leaves you feel it financially. Just imagine, let's just think about this, let's just say I ever got to the place where all of a sudden, I have it. I just have five clients who are paying a hundred thousand dollars a year. And at the end of one year, one of those clients or two of those clients don't renew. I just imagine your income dropping by \$200,000. I had this when I was doing the next level mastermind back when it was \$12,000 a year, a thousand, it was just a thousand dollars a month. So, every time somebody says, "Hey, cliff, you know, it's been great and all, but my one year has been up, and I think I'm going to go invest in some other things. And I'm going to drop out the next level mastermind." And man, for the first two years that I would hear those kinds of messages. It's like, man, my income just dropped by 12K a year, and those were painful. So, I will tell you there's a sacrifice that comes with a small number of people paying you a high value, but once I recognized that I'm like, wait a second. I'm not going to back away and shy away. Actually, wait a second. No, hold on. That's not true.

Authentically, when I first recognized that I realized, "Hmm, I don't like this." So, I would have let people come in at a lower price. And I started another mastermind group that was only 250 a month, and I thought, that's cool. If somebody leaves, it's only \$250 a month instead of a thousand dollars a month, and it'll be easier to replace. So, I went that way, first (A.K.A. mindset of scarcity), but then I, I figured it out. I got beyond all of that cleaned up that mess that I created for myself. But then I'm like, okay, I can handle this, but here's the deal. The nice thing is, is by really narrowing down. I only need to serve so many people. So yeah, right now, I only have two technically to serve all of my existing paid clients. I only need to do four 90-minute calls per week, and I could service every client I currently have. Ideally, I could do all of that on one day of the week, but currently, I'm working Tuesdays, Wednesdays, and Thursdays.

So, I do four 90-minute calls to service all of my existing clients, but I do three 90-minute calls every single week to bring in potential new clients. So even though I don't need any new clients, I'm always bringing, I'm always working towards bringing

in potential new clients, and I'm able to do that because I'm not distracted by all the other business streams and stuff like that. So, there's sacrifices and all that stuff, and there's no guarantee that what's working so freaking awesome. I mean, my life over the last six months is way far exceedingly, more awesome than it's ever been in my entire life up to this point. And I'm, I'm pretty sure I'm getting ready to turn 48 years old. So, I love it. And my life has not been impacted financially or any other way. And in a negative way, since the Coronavirus, because of the business model I have, which is freaking a blessing beyond imagination. I'm so thankful for that. I'm not saying that I can't be impacted and I thought there might be a case, but I just brought on a new client, and so I just love where life is now, but there's no guarantee that this season will always stay or there's no guarantee I won't get bored once things become too comfortable.

Ray Edwards (01:11:15):

Yeah. I'm looking at all of this and looking at things that you just mentioned. I just got new distinctions from this conversation because I have already been working on a plan for how I can elegantly and almost effortlessly activate the ten different potential income streams that are available to me with very little effort on my part frankly. I've had a tendency to focus on the one that's working best right now and neglect the others. So this whole circumstance, as people lost jobs, and we felt the impact pretty quickly as some people canceled contracts, and we had to cancel a live event, and I just took a breath and thought, okay, what can I learn from this? What's great about this? What can I learn from this? How can I use this? Thank you, Tony. And I realized, well, I can learn how to elegantly and effortlessly activate these ten different income streams. So, I'm not so dependent on any one income stream.

My first thought was scarcity. I thought, how can I shrink the cost of my lifestyle? I could move into one of those shipping containers that are so popular. And I realized I don't want to do that. I don't like that. What I want is I want a certain kind of house, but I just want to pay for it. So, I don't want to leverage my present in exchange for my future. So, I'm working through this plan of how to get in a position quickly, without grinding, without causing myself undue stress so that I can be adaptable and free to do as I wish. And I also am determined to enjoy the process.

Cliff Ravenscraft (01:13:13):

That's awesome.

Ray Edwards (01:13:14):

So, thank you for the part you've played in that and for how you show up for who you are and why you're here.

Cliff Ravenscraft (01:13:22):

Thank you, brother. I am so excited about the journey. You know, I look forward to five more years from now and see where we are and if we can come back and visit this conversation. "Oh, we thought we had it all figured out back then." But you know, it feels right now, you know, and that's the thing. You have to go with what feels right

at the moment. And if there's one thing I've been, as you know, I've been listening to Sadhguru. One of the things that I love about him is, "Listen, all I can tell you that I know for sure is that I pretty much know nothing." You know, it's everything that it's like, I am not certain of anything, but I'm always learning. I'm always growing. And that's, I just love that. It's like, I'm not tied to being right here. All I'm tied to is what am I going to do with what I know today?

Ray Edwards (01:14:20):

Same. Feel the same way.

Cliff Ravenscraft (01:14:22):

And that's one of the things that I said in the most recent episode is when I get back to creating public-facing content, again, one of the things that I'm going to try to be more intentional about is I want to make sure that I'm showing up and saying, "Guys, I want to tell you stories of things that I'm experiencing, things that I'm seeing, see, things that I'm thinking, things that I'm feeling. And I want to share with you what I'm going to do as a result of that. Because I will tell you, I struggle at times with seeing things and then feeling a certain way. And that feeling is judgment." It's like, Oh, I don't like what they're doing. I don't like this. I don't like that. And I just it's like, wait a second, but they're free to do whatever the heck they want. That that has nothing to do with them. What, and I, and I be, every time I'm judging someone else, I'm like, okay, what's inside of me. That's bringing that up. And then I realized, it's like, Hmm, it's not so much that they owe. They owe it to me to live their lives in a way that doesn't bring judgment. The thing is, I need to know what is inside of me that that's highlighted. I realized it's like, wait a second. What they're doing that I don't like really what's frustrating me is I think I've actually been doing that, and I don't like that I've been doing it. And it's genuinely not judgment on them doing it, it's just recognition that man if people are if I were to listen to my podcast content and I do listen to my content from time to time, not all of it. Because I talk a lot, you know when you got that much time.

Anyway, the thing is though is man, there are sometimes if I go back and listen if I were a listener of my own content from an outside perspective, I think I'd get pretty fed up with me. I think I'd hate it. Some of it. And there are sometimes that I'll record a podcast episode and I'll just start sharing authentically. I may have an outline, and I had a direction of where I'm going. And I'm like, and I hit, I sometimes I'll even hit publish. And I put it out to the podcast feed, and I'm like, man, that felt great when I was recording, it felt awesome. And I believed everything that I said with conviction when I said it, man, did I cross some sort of line? Did I? Am I too, pushy? Am I trying to tell other people how to live their life?

It's like, I'm so hypersensitive to, to the advice monster, if you will. And I'm like, "Man, I just don't know." And I start to second guess myself. And I'm like, ah, and I wonder if so, and so listens to this, are they going to be upset? You know, are they going to think I'm talking about, it's like, ah, ah. Then the next thing you know, I'm in the middle of watching a TV show, on CBS all access or something. And I pause it right in the middle, put my Air Pods on, and I freaking make myself listen to the entire

podcast episode. And I say, "You know, that's actually really good." And then I go on with my TV show.

Ray Edwards (01:17:45):

Yeah. You make to me, a really important point because I've developed the habit now of any time, I get irritated by something someone else is saying or doing of asking myself, stopping, noticing I'm irritated. So, my first response, which I've decided will be my first response, is, "Hmm, isn't that interesting?" And then the next part of the response is I ask myself, "How am I like that?" And usually, the answer becomes immediately.

Cliff Ravenscraft (01:18:18):

That is absolutely the case. And I'll tell you that, that's the one thing that's been most enlightening to me as well as because I don't like to judge, criticize, or complain. Those are three things that add no value to my life at all. They certainly do not help my relationships with others. When I realized that when I am judging, criticizing, or complaining about the things other people have said and or are doing in their lives every single time, it's been a mirror of something that I didn't like inside of myself. If it weren't a big deal for me, I wouldn't be judging or criticizing, complaining, I would have empathy or, or a desire to help out and reach or just say, "Hey, their life is different, and that's unique and good for them and whatever." That's one of the things I began to notice right after this Coronavirus It's like, I remember the first thing I felt like, you know what, here's what happened. Here's what I need to do. I need to start creating content. I need to show up, and I need to be, I felt like I didn't say these words, but I feel like I need to be the savior for all of these people. I need to be the encourager. I need to be the guy they can always lean on. I was created for such a time as this. This is, and I'm like, wait a second. I'm starting to feel drawn to eat away at every bit of margin that I've created for my life. And if I do all of this, there's a real danger I will not remain true to the commitment that I felt that I should be committed to, which is that super-serving at the deepest level to that small group of people who I am absolutely committed. There's no way on earth. They could have ever dreamed. I would show up and serve them in their lives, in the way that I'm doing.

Ray Edwards (0120:06):

I love that. In the wake of the Coronavirus, I went the opposite way I dove in, and I'm still doing it right now. And I'm okay with that because I realized pretty early in that process, I didn't think I needed to save anybody. I just felt compelled and wanted to do it. So, I did it, and I spend such a blessing to me because I've enjoyed it so much. And what it's done for me is maybe this will make sense to you. I was able to talk to the point where I knew what I was saying. It's been a time of really clarifying my voice for me. And there's coming a time when I'm going to stop showing up so much, and I'm not worried about it.

Cliff Ravenscraft (01:20:52):

Yes, and I do understand because there were times when, and you know this. Gosh, there were times when I would, it's like, listen, I'm going to do, I'm going to vlog every

day for 30 days. And the next thing you know, it's four months later, it's still flogging every day. So, there are seasons in my life where I do that and where it's not, you know, I'm showing up to serve every, you know, I'm showing up because I feel like they need me. But it's more along the lines, it's like, man, this fuels me, this is exciting to me. Uh, and then one thing that I, I learned this from Rich Litvin, the coauthor of the book, Prosperous Coach, one of many of my favorite quotes that I got from him, most people are over obligated and under committed. If I'm committed to making content for a season of time, I have no problems at all. But, at the moment, it becomes an obligation, I'm out.

Ray Edwards (01:21:43):

Yes. And I told, I've said this many times on my many different lives and broadcasts and recordings, I've said, I'm doing this every day until I'm not. And I'm okay with that. How anybody else feels about it? I'm okay with that, too, because I've decided that humans are allowed to do whatever they want.

Cliff Ravenscraft (01:22:02):

Yeah.

Ray Edwards (01:22:03):

This has been awesome. I feel like we just got started. So, let's just say to be continued.

Cliff Ravenscraft (01:22:09):

To be continued. I love it.

Ray Edwards (01:22:13):

All right. If you have questions, suggestions, or thoughts about today's show, then please do me the courtesy of letting me know by going and making a comment on RayEdwards.com/480. Until next time I pray that you prosper like crazy. You enjoy fabulous health, long life, and I wish peace to you and to your house. See yah!

Automated Speaker 2 (37:16):

Thank you for listening to the Ray Edward show.

Automated Speaker (37:18):

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Automated Speaker (37:33):

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]