



## Ray Edwards Show, Episode 494 How to Recognize and Destroy Bad Emotional Habits

**Ray Edwards**([00:01](#)):

Ray Edwards show episode 494. How to Recognize and Destroy Bad Emotional Habits.

**Announcer:**

The Ray Edwards Show- This is the podcast for prosperity with purpose.

**Ray Edwards** ([00:18](#)):

Well, welcome back to the Ray Edwards show and we are happy to be here. And I want to talk to you about, I'm happy to be talking to you about why you're unhappy. What's going on in the world. I've been looking at a lot of numbers and watching, yes, even videos on social media- believe it or not. I'm so dedicated to you. I'm willing to do that, to read some of the crazy stuff that's on social media and it doesn't matter which side of any issue you're on. There's always crazy stuff cause it's the stuff that doesn't agree with you or with me. And I jest. I'm joking sort of, I'm making fun of a serious situation. Here's what I know that suicide rates have skyrocketed, especially among teenagers. Opioid rates have skyrocketed opioid abuse rates and opioid use rates. So that's prescriptions, valid prescriptions, supposedly, that are being given to people to take care of their pain. But suspiciously, even though the number of physical injuries or surgeries, hasn't really surged as much, the prescription of opioids has. The prescription of antidepressants is at an all-time high. The incidents of actual depression is at an all-time high. And you might say, well, I mean, Kris, let me just ask you. Do you think there's any explanation for all this? Does anything come to mind?

**Kris Edwards** ([01:40](#)):

Division? Isolation? Are you thinking along those lines?

**Ray Edwards** ([01:42](#)):

Yeah. Yeah. I think most people that you've, you've thought a little farther down the track than most probably would go. Most people would say, well, you know, Corona virus and lockdowns and civil unrest and people burning cities and tearing down stores and the government shutting down and says bad stuff is happening. And I think that has been a catalyst for these feelings. However, I have another question now, has any of you ever had a

time in your life when anything bad happened and at the time it was, it was just bad. There's no getting around it. You weren't having the wrong attitude about it. It sucked. It was bad, but later, have you ever looked back and thought, you know, that was bad, but because of that, I met this person or I had this experience or I found this new job, something good came out of it.

**Kris Edwards (02:31):**

I think everybody's got plenty of those.

**Ray Edwards (02:34):**

Yes. And that's, I love that answer because if you've got plenty of those experiences, so you have the references, you will need to be able to change the way you're feeling right now, because what I'm running into, I'm talking to more people one-on-one these days than I have in a long time, maybe it's because things are different. I'm not traveling, going to conferences or concerts. I'm not speaking to large audiences or small audiences anywhere except from my computer and it's different. So I have felt, I went through a period where I was feeling kind of out of touch with everyone. So I started just talking to people. I mean, this is anybody who hung around me very long previous to COVID would know. I never chose to fill an afternoon with, I think I'll just call a bunch of people and talk to them. That was not my MO, but I've been doing that lately. Checking in on people, reconnecting, finding out what's happening in their lives. Some of them are customers. Some of them are former customers, some of them are friends that have never been customers at all. Some of them are family members who don't even know what I do for a living. This is, this is connecting with people and finding out what's actually happening in the lives of people I know, cause it's hard to tell from social media and the television- news, and what I'm hearing from a lot of folks is that most people don't say I'm depressed, but they'll say I'm down. I'm kind of got the blues. I'm bummed out. They locked us down again. I'm getting frustrated. I wish this was over. I wish we could go back to normal. And there's an overwhelming wave of sadness and discouragement and anger and frustration. And what I realized is people need the tools to change those feelings. Because our feelings, the feelings we habitually feel are pretty much going to define what our life is like. So do you know anybody who's mopey and depressed all the time, no matter what's happening in the world?

**Kris Edwards (04:19):**

absolutely.

**Ray Edwards (04:21):**

Ever know anybody, who's angry and pissed off all the time, no matter what's happening in the world.

**Kris Edwards (04:25):**

My dad.

**Ray Edwards (04:25):**

And mine too. Ever know anybody who's cheerful all the time, no matter what's going on in the world?

**Kris Edwards (04:31):**

I'm suspicious of those people, but I have seen them.

**Ray Edwards (04:34):**

And does it irritate you, too, a little bit?

**Kris Edwards (04:35):**

I just assume that when they are behind closed doors or with someone other than me than they're normal.

**Ray Edwards (04:44):**

I think we probably all tend to st. The people who are like the polar opposite of us are like that. It's like, well, they couldn't really be like that all the time. My observation is that the way people are, most of the time is the way they are pretty much, most of the time, whether we're with them or not. In other words, I think that angry people are going to be angry no matter what happens, no matter how good it gets, no matter how much it goes in their direction. They're typically going to find a way to be angry, depressed people, same thing, happy, cheerful, people-maybe a puzzle to most, but I think they're happy and cheerful most of the time. So here's an example. I went to a medical facility in Spokane yesterday to get some blood tests run, and there's nothing wrong. It's a, it's a quarterly checkup. I do my health optimization specialist. Dr. Gus Vickery has me take these blood tests so he can analyze it. I think in, see if he can probably can tell if I've been cheating on my diet. Uh, but he looks at all these numbers and he helps me optimize my health. So I go into the clinic where they take the blood samples and the lady there is super grumpy. And so the other people in the office. I mean, they're just short. You can snippy that. You can tell when people are just pissy and that's how these folks were. And so I, I was trying to strike up a conversation with her. She was extracting blood from my body, hoping I could change her attitude a little bit gently. And I finally said, "so are you feeling a little stressed out? Are you guys stressed out?" She said, "yes, we are." I said, "well, what's going on?" "Well, this virus is out of control again, because people are out there being stupid." And I said, "Oh, that does sound pretty stressful. So you're busy?" "Yes. We're very busy." "How many cases have you seen?" "Well, none...yet." I'm like, "Oh, I can see how you'd be stressed about what might be coming." "You're darn right. "

**Kris Edwards (06:35):**

She's getting her pre anger worked up.

**Ray Edwards (06:38):**

Yeah. Yeah. So what I, what I realized in that moment is she doesn't have any real evidence that the virus is out of control. I'm not saying that it is, or it isn't. So please there's no need to email me and give me statistics and tell me why this person's wrong or that person's wrong. That's not what I'm talking about. This lady, her experience of life was that there had been no cases of COVID come into the clinic, but she was stressed out because the virus is out of control. So my point is not about the virus. It's about the fact that, somebody asked me later in the day. So what do you think her problem was? I said, well, I don't think she had a problem. I think her personality is she's angry and grumpy most of the time. And she uses whatever the circumstance that's available as a way of doing that. She uses the circumstance or the thoughts as a way to get grumpy and short-tempered and angry. So if there'd been lots of cases, she would have been grumpy. And short-tempered, if there was no cases, if we weren't talking about the virus anymore, we were talking about the Ringling Brothers, Barnum Bailey Circus, coming to town. She would have found a reason to be grumpy about that. Grumpy people are usually grumpy. So what's my point, And I do have one. Your emotions are a habit. You might feel like they're uncontrollable and they may seem very strong and difficult for you to shift. But there are certain things you can do to shift them quickly. And one of them is physical exercise. So you could go out and take a run, or you can get on the treadmill

or on a lifecycle indoor cycle and exert yourself for 20, 30 minutes. You could bounce on a trampoline. There's any number of things you could do to be physically active. You could dance. You could play Nintendo Wii which I need one of those- note to self, get a Wii

**Kris Edwards (08:20):**

Note to self. That was a good idea. 10 years ago.

**Ray Edwards (08:23):**

Oh, so what's the thing now?

**Kris Edwards (08:25):**

Probably the PS five's coming out, but whatever you get, get virtual reality.

**Ray Edwards (08:30):**

PS five- virtual- okay, I'm going to need to consult with you on the trendy cool video game thing to buy. That will require me to move my body in space.

**Kris Edwards (08:39):**

We will, uh, get to the nerd stuff later. But if you're about to hit me with something that cures, grumpy people, I would much rather get to that.

**Ray Edwards (08:46):**

So here's the thing. Cure yourself, change your mental state. So you're not habitually falling into that depressed state that frustrated state about the way things are. And here's, I wanted to talk about your ability to control your emotions first and the things that you can use to control your emotions. There's plenty of places you can go read about this, but they are physical movement, You're actual things that you're saying, and the things that you're focusing on. So if you're focusing on all the bad news, you guess what you're going to feel like? Like it's all bad news. So am I saying she should be Pollyanna and not face the truth and think about sunshine and rainbows when it's really lightning bolts and thunderstorms. No, I'm saying, think about something else. Go watch something funny on television or on your iPad or on your phone, or go play with the kids or play with the dogs, do something other than focus on the bad news, move your body in a way that's active- causes your heart rate to raise and breathe differently and stop saying a lot of terrible things about what's going to happen. I just don't know if there's doesn't change. It's all gonna fall apart. We're gonna lose the house. We're gonna lose the business. We're gonna, I'm gonna lose my job. The market's crumbling beneath us saying all those things. It's sending messages to your brain, making you feel worse. So stop saying stupid things. Stop thinking about stupid things and move your body and think about, and speak positive things. Not that are false, but that are true. That's, that's a real quick condensed lesson in how to feel better. Why is that important? Because COVID is bad. The disease is bad. It kills people. And I'm not making light of that in the least, you know, that it has wreaked havoc on our society. Whether you believe that it is as widespread and a bigger threat, as it's been told to us that it is, or whether you believe that's the story concocted because of somebody else's wrongful motivations, I'm not here to debate that what we cannot debate is it's had a devastating effect on our economy on the sense of peace and unity in our society. And it's made people feel isolated. You said this was beginning. You said isolation, division. All those things are very real. So now you're thinking, wow, Ray, this is a great pick me up episode. Give me some more sunshine and Mr. Rogers philosophy, I'm trying to make the point that I believe in facing reality and saying, well, it is what it is, but that's not the question. The question is, it's the same question that my friend Armand Morin asked me when I was first diagnosed with Parkinson's disease. About 10 years ago, he said, well, you got it. What are you going to do with it? That, that did not evoke happy thoughts for me. When he

said that at first, it made me kind of angry with him, but it was maybe one of the best questions anybody asked me.

**Kris Edwards (11:36):**

I'm sure. Everybody else was like, Oh my God, you poor thing.

**Ray Edwards (11:39):**

Oh yeah. It's the fight of your life. I'm so sorry. I had several people ask me, how long do you have?

**Kris Edwards (11:45):**

Oh, wow.

**Ray Edwards (11:46):**

I don't know. How long do you have? Um, it's just FYI for anybody who doesn't know it. It's not terminal. It's a, you die with it. Not of it. So anyway, my point is asking that question. What are you going to do with it? That's a good question for us to ask right now, what can we find? Because of COVID and the lockdowns and all the things, what can we find that's good? And some are immediately responding with nothing. People died. It's terrible. There's been violence. You, how can you say this? Anything good? You're-you're evil. You're you? You hate puppies and you love Satan. No, no matter how bad things get, there are good things that come out of it if we decide to make it so. There's a book called "Man's Search for Meaning" by Viktor Frankl. He was a person who was put into Auschwitz, the Nazi concentration camp during world war two, along with his family, all of his family was murdered. He survived and he wrote a book called Man's Search for Meaning. And the basic message I took from that book was they can take everything away from me, my freedom, my physical comfort, my health, my limbs, my family, but they cannot take away my ability to think about and focus on the things I want to think about in my own mind and my own heart. And because of that, I can survive anything. If a man who was in Auschwitz and survived Auschwitz could say that we can certainly deal with the lockdown in a widespread pandemic or epidemic or virus, outbreak, whatever you, however you'd like to describe, what's been happening to us and we can ask. So what could be good that comes out of this? Well, one thing that a lot of people have discovered is they don't need to travel for work as much as I thought they did. Some of us have discovered I can do all my work from home. I don't have to go all over the country. I mean, I would like to move about the country at some point again, but I don't have to do all that travel. It's a lot less expensive. A lot of people have learned they can have a business online. When was the last time you went into the office? Kris?

**Kris Edwards (13:45):**

A year ago, I guess a year and a half. I don't know.

**Ray Edwards (13:48):**

Back when you had a different whole different gig, pretty much. And people all over have discovered they can sell things that they used to sell in retail stores and at fairs and carnivals, they can sell them on their Etsy store or on eBay or from their website. So this crisis has empowered people to start businesses, to restart businesses, to change the way they do business, to think about, differently about where they want to live. I mean like a lot of people have decided to move out of California and Washington and Oregon and move somewhere else for various reasons. So some good came out of an adverse set of circumstances. We in our company have begun doing business, I feel in a better, deeper, more powerful, more impacting, more thoughtful way because we want to, we, we decided that our philosophy of how we're going to deal with the pandemic is we're going to double down on

being with our customers in the hardest times of their lives, working with them, to get through those times and spending the time to get to know them, get to know their problems, to help solve them. And to look at that as a sacred calling. I mean, that sounds overblown, but I don't think it is. And I think it's true of any business. If you want to give people that kind of care and it might not be as serious as I'm making it sound. It might just be smiling and listening to them when they call the customer service line and talking to them for a few minutes, let them vent and get whatever's on their chest off. And perhaps they calm down and they may even end up saying, Hey, I'm sorry, I blew my cork at you. I just, it's been a tough week. And it's a conversation. It's a smile. It's a, it's kindness. It's doing the extra little bit of service that you didn't have to do what you wanted it to. So there's all these good things that could come out of this situation. And so like, we've been doing these intensive workshops where we teach people how to start their personality based business online. And it's been fun for me watching people who come into the workshop kind of skeptical and kind of, um, it's what I call hopeful skepticism. It's like, well, this just won't work, but, but it can show me how.

**Kris Edwards (15:48):**

skeptical of you or, or of themselves?

**Ray Edwards (15:51):**

I think themselves and me and the idea,

**Kris Edwards (15:54):**

all of it.

**Ray Edwards (15:55):**

Yeah. I mean, in, in this environment who can blame them and watching the lights come on, as they realize, Hey, this could really work. I actually see how this can work. As we go through this, the three days is fun. I really enjoy that process of watching people light up and get excited. And I've just been reading emails from people from our last workshop who I asked them, send me an email a few days after the workshop and tell me how things are going. And one of the guys that I was actually most concerned about at the beginning of the workshop, he just was very quiet and he had his arms crossed and had kind of a scowl on his face. And he even said, I think I'm having buyer's remorse. And he said it in front of all the other attendees. I'm like, Oh geez, really here. But it was, it was honest and it broke the ice and we had a good conversation about it. And he just sent me an email saying, I've outlined my program. I know who my target market is. I've got my positioning statement written. I'm looking forward to the coaching call coming up. Thank you so much. This was a great experience. And just had me smiling from ear to ear. And so I'm excited about continuing to do those kinds of things and continuing to find new ways to serve our customers through our existing business. So I didn't want to go start a new business. I just wanted to go deeper and get more serious about our business that we have. And you might ask, what does this got to do with me, Ray? How does this help me? I'm suggesting you do the same thing. Maybe you don't need to start a new business. Maybe you've got a business already, but you're wondering, well, what can I do to get more customers during this time, serve your existing customers Deeper. Commit to them more. What if you don't have enough customers, then go find some people you can help. Not people, you can sell- people, you can help and then help them this. And it sounds like it's too easy, but, or that, so I'm oversimplifying it. It wouldn't work, but it will. So what I'm thinking I want to do is over the next couple of weeks is spend a little more time than normal, doing some free live video broadcasts on Facebook and Instagram and YouTube and Twitter and wherever else to let us stick some video, do some more teaching, help, give you examples of how this can work in all kinds of different businesses. And I'll just tell you that for us

recommitting to our customers, going and talking to some of our best customers, who've done lots of business with us over the last six to eight months. And some of our customers we haven't heard from in over a year as well. And just asking them what's going on? What challenges are they facing? And really sticking with it until they start giving us the real story. People give you the surface story. Like somebody I know recently had a surgery similar to mine. I had shoulder surgery, not long ago. This person had a similar surgery and I know how much it hurts. So we reached out to them and said, Hey, how are you guys doing? It's a couple. And they sent a message back said, we're doing great. And since the big smiley face, and we happen to know that's not true, they're stressed out. One of them is in a huge amount of pain and the meds are not controlling it. And the physical therapy is not going well. And it's just like, they're miserable. But the initial response is we're doing great. When you get past that veneer and you start finding out what's really going on. And then you figure out a way to help people. It will help grow your business. So for us, this is a time when a lot of people are withdrawing and I've decided I've decided to step in and be more helpful than I've ever been before. Trying to be anyway. Maybe it's an illusion. Maybe I'm just fooling myself, but I'm opening up my calendar for a, what we call a day with Ray. I haven't done these in quite some time where people pay, yes, I get paid. So you might say, well, you're not helping, you're getting paid. Well, I get paid to help. I mean, these, this was here's the difference. It was \$15,000 to do a day with Ray- to come in, spend an entire day with me. And I will break down your marketing, your business plan, how you're acquiring customers, how you're following up with them. How do you increase the average revenue per customer? How do you increase the net lifetime value of a customer? How do you find more ways to add value without adding expense? We go through this whole process. And so these we're not doing in person, but we could, we can have 10 people get together in a room here in Spokane. So it's \$7,500. We cut the price in half. Why? Because I don't have to go anywhere. We've got a mastermind, a new mastermind. We just opened that people can be part it's more. I'm not going to go into all the pricing of everything, but it's more expensive than the day with Ray, obviously, because it's a year long program. We have a ton of really cool people in the mastermind. I'm enjoying getting to know them and working with them. And we're getting started to have, I believe we're all going to have the best year we've ever had in 2021, where we're gearing up and doing more work with our agency. Our certified copywriters are working with people to write their sales pages, their emails, and that's the service that's available to you. If you want to know more, just go to [Rayedwards.com](http://Rayedwards.com) and there's a tab at the top that says agency, click on that sucker and let us know you want some help. We'll talk. We've got our building. Your online business workshops was talking about earlier. We're doing those and where we're not doing those in person. So they're not \$5,000. Like they used to be \$2,500. We have room in the next one. If you want to know more about that, it's what is it? What's the address of that page, Kris?

**Kris Edwards (20:51):**

That is [Rayedwards.com/group](http://Rayedwards.com/group).

**Ray Edwards (20:55):**

Cool. And then we've got our certified direct response copywriter program where we're getting people certified by me as copywriters. You have to be good in order to get that certification. And if you're a new copywriter, you've never done it before we teach you how to do it. We have a whole program where we walk people through that. So helping people start a whole new career, a whole new business there in many cases. So we're just, we're going for less automated, less prerecorded, digitally delivered, and more person to person interaction, helping in a deeper way. And we're enjoying our work. I think I'm enjoying my work more than I have in a long time. And we're enjoying higher revenues and our clients are enjoying more success. And it really started from a place of, I mean, this, this is so true. You may not believe it. It may sound Pollyanna, but we're at a point where I didn't know if revenue was going to

get better or not, but I knew I was going to help people until I just couldn't or things began to shift and the deeper and more committed we got with our customers and working with them, the more we saw revenue bouncing back, and now we're headed Northwards of where we were this time last year. And I, I have every reason to believe next year is going to be better than ever. Of course, we don't know what's going to happen. We don't know how long the lockdown is going to last. We don't know but that's okay because whatever it is, it is what it is. And all I'm asking you to do is don't fall into your old habits of thinking and feeling depressed or down or skeptical or cynical cynicism, by the way is just the cowards approach to life. It's like, you've given up. You're not-You don't have enough courage to even hope.

**Kris Edwards (22:28):**

Everything sucks.

**Ray Edwards (22:29):**

Everything sucks. Nobody cares. So leave me alone.

**Kris Edwards (22:31):**

There is so much fuel for that attitude. If, if you have chosen to live that life, you've got endless support.

**Ray Edwards (22:39):**

Ya, and I mean, if that's what you want, that's what you're going to get. And it's, it's like the grumpy lady who was taking my blood sample. I think she operates like that most of the time. That just makes me sad. It doesn't made me dislike her- makes me sad to say, you don't have to live that way. So you can get out of that typical habit pattern of thinking and feeling. And there's many things you can do about getting out of that. If you're having a serious problem, by the way, and you want to talk to somebody and we're the only person who I think I've talked to, then God bless you. If that's, if, if it's down to us,

**Kris Edwards (23:07):**

yeah, that's rough.

**Ray Edwards (23:08):**

If you want to contact us, we can put you in touch with the right person. We'll listen to you. We'll talk to you. My, my point is it can get better. And it starts with you deciding and can get better and then start taking steps in the direction you want to go decide what could be good about this? I lost my job. What can be good about this? You can get a better job. I got fired. What could be good about that? Well, I hated that job anyway. Now I'm gonna go to do something I like to do. I'm gonna have my own business and get paid for it. I started my own business. I'm making half the money I was making before. Well, maybe you're half as stressed out. You feel a lot better about life. Yahoo, everything doesn't come down to having a bigger paycheck comes. It really comes down to, are you happy? And I think you can decide to be happy. If I can decide to be happy with a broken wing and Parkinson's disease and having lost my hair.

**Kris Edwards (23:54):**

I was just about mention that and I thought it was mean.

**Ray Edwards** ([23:56](#)):

Holy crap. What happened to my hair? The hair. I'm a dapper Dan man, if I can be happy just by deciding you can be happy. It's not a contest about whose problems are bigger. Problems are problems. Pain is pain. Hurt is hurt, but we can decide what comes next. Something- I want to encourage you. Whatever's going on. You can decide how to feel about it and you can decide what to do about it. And you can decide, well, there's going to be some good come out of this. I'm going to use this to improve my, my job, my income, my relationships, my attitude, my physical wellbeing, whatever it is you want to improve, you can do it. I would encourage you to decide that you get to make up your mind. What things mean, what to focus on and that you get to decide if good things can come out of this admittedly terrible situation. Coronavirus-tough. 2020 is tough. It has been tough. Lockdowns are tough. The crushing blows to the economy. It's been hard on a lot of folks, very hard, and we can find a way to make it better. Find a reason to have joy. Like I'll give you one more personal example. I don't know if you have anything like this that's happened for you, Kris, because I've been forced to be home all the time. I'm forced to be home all the time. So I'm with my wife and my pugs. And we sit on the deck and watch the clouds go by and drink beverages. And we've spent the last eight weeks doing that pretty much every afternoon and evening. That's something that hasn't happened in a long time. That's a, that's a blessing. That's something that has come out of this. That's I'm thankful that I had been forced to stay home. It's going to be hard to pry me out of here now. So there's always something good. You can find in whatever situation. And I encourage you to look for that and share with us, like tell us this- I would love this. If you'd share on social or on the post for this episode, which is I think [rayedwards.com/494](http://rayedwards.com/494).

**Kris Edwards** ([25:53](#)):

Correct.

**Ray Edwards** ([25:53](#)):

Look at that without a net, ladies and gentlemen, just let us know what good things have come out of the pandemic and the lockdowns and everything that's happened over the last year. What good things have come your way into your life? What blessings in disguise? What if you looked at every problem you've been given as if it were a gift, if you truly decided, okay, this problem is a gift. The trick is I have to figure out what the gift is. I know it's in there somewhere. It's a puzzle. It looks like something else. It looks like not a gift, but it is a gift. What's the gift. If you actually thought that way, that would change things, wouldn't it? Or maybe you think I'm full of it. You can tell me that too. I'll just delete that. I Really won't, unless you're nasty. Just be nice. You could tell me you think I'm wrong.

**Kris Edwards** ([26:34](#)):

I think you're correct. I think for a lot of people, the challenge is there are people who expect a certain thing from you. If you're normally grumpy, like the lady that you dealt with and suddenly you're not, people are going to say what what's wrong. Why are you so happy?

**Ray Edwards** ([26:50](#)):

You join a cult?

**Kris Edwards** ([26:51](#)):

I think for me, um, probably what I should do is a mastermind. Just I personally, I need perpetual. I'm really good about getting lifted up and falling right back down. You know? So for me, I need more of an ongoing thing I think, but I totally think you're correct.

**Ray Edwards** ([27:07](#)):

I think everybody can benefit from the ongoing, the perpetual. I mean, I'm in more than one mastermind for that reason. Cause my, my natural inclination is not to be a positive thinking guy all the time or even most of the time, it's not my natural inclination, but I had to retrain my natural inclination. If I wanted to stop feeling like crap all the time. That's my point. What I'm trying to say to you is you don't have to feel like crap all the time. You can change it. So we'll have links to some of the resources I mentioned that we offer. We're not the only people who offer these things. Maybe we're not your cup of tea. Maybe there's too much talk about God and spirituality here. Maybe there's not enough in your view. We get both messages, amusingly enough. Maybe somebody else is more your style. I'm not saying it has to be us. We have these things we offer. You can look at them if you're interested, but find some help somewhere to get you what you need to change your thinking, change your habits, change your life and get a better life experience because of what's happened. Not in spite of it, not because you're working around it because it's like the book title says the obstacle is the way, the way around it is through it. That may sound like it doesn't make sense, but once you've done it a few times, you realize that there's a lot of truth to that. So this is where maybe we'll stick in a commercial about something we're selling.

**Kris Edwards (28:17):**

Can I leave that sentence in though?

**Ray Edwards (28:19):**

I think that would be vastly humorous and I would totally approve that if you actually had the guts to do it.

**Kris Edwards (28:24):**

Okay. So you have an idea for your own online business, but uh, now what? Are you ready to put some action behind that idea to grow it from idea to profitable six-figure business? Well, there's still space available in what may be the final six figure small group intensive December 17th through the 19th. This is a group of eight entrepreneurs working with Ray and each other to create a 12 month actionable plan for their own personality- based online business, a business that generates six figures in six months or less. Now this group is reserved for people who are ready to become entrepreneurs, who aren't just committed to creating the plan, but also to executing it. So how does it work? Step one is to set up a private one-on-one online meeting with Ray. This is a chance for you to discuss your business idea and to make sure this is a program that will work for your specific situation. If so, you'll join Ray and seven other entrepreneurs, December 17th through the 19th. That's three days of intense focus on your business. Remember the goal isn't just to launch the goal is to hit the six figure milestone in six months or less to schedule your one-on-one with Ray visit [Rayedwards.com/group](http://Rayedwards.com/group) that's [Rayedwards.com/GROUP](http://Rayedwards.com/GROUP).

**Ray Edwards (29:39):**

I appreciate you listening. Appreciate you being here. And Especially when I've just come in the studio and Kris knows this is true I just texted him and said, Hey, I got an idea for a podcast. Let's do it now. Cause I get these feelings it's coming through me. I'm like, I want to do it now. Not think about it. I think about it too long. I'll make notes about it. And it's, it's a total disaster. This is important. And I hope it's important to you. My prayer for you is that you experience good health long life and all the prosperity you can handle maybe a little bit more, maybe a little bit more than you can handle and you can learn to handle more. Peace to you and peace to your house. See you next time.

**Announcer (30:18):**

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