



**Ray Edwards Show, Episode 496
12 Reasons Why 2020 is My Best Year Ever**

Ray Edwards (00:01):

Okay. I have to confess something that I haven't said out loud, but I know everybody feels like 2020 has been terrible. It's been hard. This is actually been the best year of my life. And I think it's time I explain it.

Announcer (00:21):

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

Ray Edwards (00:30):

So, Kris, let me just ask you, what was your response when you first saw my proposed title for this week's episode?

Kris Edwards (00:38):

I thought, you got some 'splainin to do.

Ray Edwards (00:43):

Ha, I do have some 'splainin to do. And this episode where I'm going to explain why 2020 really has been the best year ever of my life thus far is it's such an important realization for me to share. I think this is going to help you. If you've been feeling differently about this year, if you felt like this has been the worst year or one of the most difficult years, I'm not discounting your experiences. I'm not saying hard things did not happen this year, but I think we all learned something. We can do hard things, and we're going to go deeper into the meaning of that. And why it's important that you may want to consider reprocessing your feelings about 2020 as I have done. I'll explain what I'm talking about. We'll get into the 12 reasons why 2020 has been my best year ever coming up.

Announcer (01:38):

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 that's Rayedwards.com/GROUP.

Announcer (02:50):

Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

Ray Edwards (02:56):

All right. So the apostle Paul is a curious character who had a really tough life. I mean, here's a guy who had been beaten, nearly drowned, shipwrecked, bitten by serpents, left for dead several times. He just had the most awful things happen to him. And then one day he wrote this to some of his Christian friends. "I have learned how to be content with whatever I have. I know how to live on almost nothing or with everything. I have learned the secret of living in every situation, whether it is with a full stomach or empty, with plenty or little. For, I can do everything through Christ who gives me strength." That's from Philippians chapter 4:11-13. We usually only hear the last part. I can do all things or I can do everything through Christ who gives me strength. I think we all think of this as the basketball verse or the football verse, because we hear athletes quote it. We hear motivational speakers quote it, and there's nothing wrong with that, but when you read it in the context in which it was written, he was writing about the harshness of everyday life that he'd been experiencing, and that many of his followers had been experiencing also. And to all that, he said, whether I have a lot or I have nothing, I can do everything through Christ who gives me strength. Now, as believers, we can all nod our heads and say, yes, that's true. But is that our emotional experience? I think for most of us, maybe not, I may be wrong about this, but I think in today's episode, you're going to find some keys that will help you unlock this mysterious power to do everything through Christ who gives you strength and to be content during the process.

Announcer (04:48):

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

Ray Edwards (04:55):

This week's tip of the week is going to follow along with our theme, and this week I'm suggesting that you do a psycho-spiritual inventory. Does that sound like fun?

Kris Edwards (05:06):

Yeah. I got a few psychos in my life, few spiritual people.

Ray Edwards (05:09):

Oh see, I think you're thinking of a different kind of inventory than what I had in mind, but that's also interesting. You, would you care to list the psychos?

Kris Edwards (05:17):

I certainly would not. Why don't you go ahead with what you had planned.

Ray Edwards (05:22):

Okay. Psycho-spiritual inventory. This is so crucially important. And I think we all understand that we can get caught up in what we allow to get into our brain by watching news, by

listening to podcasts, by reading arguments on social media, by watching so-called documentaries. And we can allow that stuff that's coming into our brain to change the way we feel about life, to bring us closer together, to alienate us, to make us angry, to make us love other people or hate other people that the material, the words, the pictures, the images, the ideas that we allow into our mind and that we welcome into our mind and that we repeat over and over again in our mind- determine how we process our own personal reality. So here's where this gets us into trouble. Most of us are not even conscious of what is happening inside our own head. We're not even conscious of our own thoughts. They run on automatic pilot. There's various studies that claim this number to be anywhere from 60% to upwards of 90% of the same thoughts every day. Like the same thoughts you had yesterday are pretty much the thoughts you had today. And we become habituated to a certain emotional state that we live in most of the time. We've talked about this before your emotional state, your emotional home-base, your emotional set point is a habit. And as such, it can be changed. So the problem is we can get addicted to our own emotions and some people have trouble with this concept, but think of it this way, your emotions are chemicals. They're a chemical cocktail in your brain. That's why sometimes people take chemicals to change the way they feel emotionally. They drink those chemicals. They snort them. They smoked them. They eat them. That one is usually called sugar. It's as addictive as heroin and maybe as harmful but that's another discussion for us to have at another time. We understand how we can be addicted to alcohol, to drugs, to food, even. And we, I think most of us have never thought about the fact we can become addicted to our own emotions and we can become addicted to our own thoughts. And just because you think it doesn't mean it's true. So don't believe everything you think. This is a good time of year to think about what I want to allow to come into my brain and influence my thought patterns. And my suggestion to you is if it's not something that is helpful or useful in making your life better, don't let it in your brain. And if you want a good list of the kinds of things that you should be putting into your brain, and yes, I use the word should. If the outcome you want is to be happy, light-hearted cheerful, pleasant, joyful content. Then here are some things to think about. "Whatsoever things are true. Whatsoever things are honest. Whatsoever things are just. Whatsoever things are pure. Whatsoever things are lovely. Whatsoever things are of good report. If there be any praise, think on these things." That's also from chapter four of the book of Philippians verse eight. It's instructions on what to meditate on, to feel better to bolster your psycho-spiritual health. And believe me, when I tell you it's a scientific fact that how you think has an effect on your health, even down to the point that we know now that the thoughts you think have the power to change the expressions of your genetic code. So you can develop disease by thought alone. But the good news is if that freaks you out, the good news is if you can get sick through thought alone, you can get better. You can heal through thought alone. Let that soak in for a bit.

Kris Edwards (09:23):

I don't know if you want to get into this.

Ray Edwards (09:25):

Let's do.

Kris Edwards (09:26):

Many episodes of this show ago, you were talking about how someone with multiple personality disorder, there had been cases where people would actually change their eye color. Yes. I heard that I was editing the show and I'm thinking, Ray, come on, man, what have you fallen for here? That is not possible. And I researched it and that has stuck with me because it is true. It is true that someone has changed their eyes from brown to blue. Obviously just through the power of their brain. I'm telling you of all of the positive thinking things I've ever heard, much of which I dismiss as things not intended for me, that hit me.

Undeniable proof that your thinking controls your physiology, not just, uh, you know, your mood.

Ray Edwards (10:13):

You're going to enjoy. I've got some things I'll be sharing over the coming weeks that are based on science. I've been, I've been doing a lot of research into how our thinking affects our body because I'm determined more than ever to not only recover or slow the progress of, but reverse and eliminate the effects of Parkinson's disease from my body. And what convinces me that this is not a pie in the sky pipe dream is there are people who have done it just like people who've changed their eye color through their thought processes. I intend to do the same thing with my own physical problems. So this is super important and I'm glad that you brought that up. I did not know that you had fact checked me and found it to be accurate. I love that.

Kris Edwards (11:00):

Well, it was fascinating. And I have learned when I hear something or see something that is fascinating. I need to go find out if it was true before I tell other people.

Ray Edwards (11:10):

That is also a good idea.

Announcer (11:12):

And now our feature presentation.

Ray Edwards (11:14):

All right, let's get into the meat and potatoes of this episode. The 12 reasons 2020 has been my best year ever. And let me share with you first, the Genesis of this episode. I've been going through, obviously you can tell, by the way we started the show, I've been going through a big inventory of my own psycho-spiritual, my own emotional health, my own physical health. And I realized that through my own decisions, I'm not pointing a finger at politicians or social media or at anybody other than the guy who's responsible for his thoughts- me. I've allowed my thinking to get off track in some areas. As Zig Ziglar would put it, I've engaged in some stinking thinking. So I've decided to give myself a checkup from the neck up. To check myself before I wreck myself. All funny, all cliché, but all true. And when this happens to me, I'll just keep it personal. Maybe you can relate to this in your own life, or maybe it's just me. I may just be talking about my own dysfunction here. And if I am, please enjoy the ride in my mind. When it happens to me, it is, it begins subtly. I listen to an idea or a thought that is inconsistent even with my own belief system, but I'm always asking, could I be wrong about this? And if I can get off on that track and I start mixing that with emotion of fear or anger or bitterness or panic, or any of those emotions of stress, which are produced in our body by the hormones of stress, the chemical cocktail that our brain cooks up when we think we should be afraid, which is it was put there to serve us. It's not like cortisol and the fight or flight response is not our enemy. If you're out in the woods and you run into a grizzly bear, it's good to have more adrenaline. It's good to have the blood diverted from your digestive system, to your extremities, to your muscles. It's good for your awareness to be heightened and your heart rate to be up so you can stay alive and not become lunch for the bear. The problem is most of us have learned how to evoke that response just through our thoughts about social freaking media for crying out loud about an election over which we have no real control. I don't want to get into a discussion about that. So don't, you can send me emails about that but I won't answer them. My point is I have allowed my thinking to get off track and it was leading me down certain pathways. Like I had come to begin to accept that my physical health was going to continue to decline. And I, I put the brakes on that because I felt this revulsion inside, something in me was saying that is, that is not true. You cannot accept that.

You cannot take that fate. And I believe that's the presence of God speaking to me in my mind. And in my heart, you can say, well, Ray, I don't believe in that. I think it's your intuition or your subconscious. We don't have to agree on what the sources of voice is. Let's just agree on the fact that it got my attention. And I realized I need to take a close look at what I'm thinking and how I'm processing what's happened this year, because this all resulted in my saying to people. This has been the worst year of my life. I've said that over and over again. And I heard myself say it one day and it made me sick. It made me think, who have you become that you would say that? Let's start with this Ray, is that even true? And it reminded me of a seminar I went to that was put on by Jack Canfield. Who's a client, one of the first clients I worked with as a copywriter, actually. And Jack had an event that he called breakthrough success. And, uh, Kris, you know, my wife Lynn quite well, would you say she's a big motivational seminar goer?

Kris Edwards (15:00):

I would say no.

Ray Edwards (15:02):

You would be correct. It's like, if you could think of like the 10 least favorite ideas for her on how to spend four or five days, it would be going to a motivational self-help seminar.

Kris Edwards (15:12):

I can picture the expression on her face when you proposed such a thing.

Ray Edwards (15:16):

well, I, I tricked her cause it was in Phoenix, Arizona, and I showed her all the brochures of the resort. And I said, you don't have to go to the meetings if you don't want to. So she went with me and then she decided to go check out the meetings at first and she got hooked on them and we had a great time. It was a really wonderful period of growth for both of us personally and in our relationship, and one of the exercises we went through was Jack had everybody sit down and write out the story of our life. And he said, I want you to write everything you write has to be true. You cannot make anything up. It has to be true, but you have to write it all as if it were a tragedy. Write out your life story as if it were a total tragedy and just take one page to write up the summary of that life. We all did that. And then he said now, and the mood of the room changed you mind, as you might imagine, by the time everybody was done, there was a lot of sniffing and there were sad people and there were mad people. And then Jack said, now I want you to take a new sheet of paper and I want you to write your life story again. And again, everything you write must be true. However, this time it must be in the form of a triumph of victory of joy. You must have had a joyful triumphant, victorious life. Everything has to be true. And it has to be a victory. Now, write that life story. So we did, and we all realized as soon as he said it, where we were headed. Cause when we finished, he said now, which one of those stories is true. And if I ask you that question, Kris, which one would you say is true?

Kris Edwards (16:48):

I would say they are both true.

Ray Edwards (16:50):

Exactly how I answered. Then Jack had me right where he wanted me. He said, well, which one do you tell yourself all the time? And why do you do that? And the whole room was like, Whoa. He said, which one do you think would serve you better if you adopted it as your life story. And it's pretty clear if you adopt a story of triumph and victory and joy as your life story

and the true story of your life. I think most of us would agree, that's probably going to give us a better life experience because we're going to dwell on things that make us happy and joyful and not angry and upset and bitter and a feeling of loss. Now, this doesn't mean we disregard the bad things that did happen because we can reprocess them and ask, how did that serve me? How have I learned from that? What have I gained from that? And so thinking about that exercise is what brought me to this episode of the show, where I want to talk about how 2020 has been my best year ever. Because I'm not saying that difficult things did not happen to me, because difficult things happened in my life. But you know, me, I believe that life does not happen to us. It happens for us. So I decided it was time for me to live up to that belief and actually practice what I preach and ask myself, how did 2020 happen for me and not to me? So I've come up with more than 12. I'm just going to share with you 12 reasons why 2020 has been my best year ever. Every one of these things is absolutely true. So help me God.

Ray Edwards (18:14):

Reason Number one: I have developed the deepest connection I have ever had with God. And that was not an easy process because it involved a lot of yelling at God and saying things to God that made me pause sometimes and wait for the lightning to strike me, but it didn't happen. And I learned when I hit my lowest point in the year, won't go into a lot of detail, but I was in an emergency room. I was actually on the floor in the most pain and misery I'd ever been in my life asking God to let me die. And he said, no, back in the ring for another swing. Obviously that moment was, it was a pretty somber moment. But because of that moment, I reached a point where I just said to God, "okay, if I'm going to get through this, I can't do it. I totally surrender to whatever you're doing." And that led to this deep connection that I have experienced as a growing connection with God ever since that day. And for me, it shows up like this. I have a sense of peace and contentment that defies understanding. Sometimes it's in the most difficult circumstances and I can find myself going to sit on my deck out back and look at the trees and listen to the sounds of people in the neighborhood or birds or dogs or whatever's happening and just begin looking for and sensing God's presence and that connection with the divine, with the higher power with the universe. However you want to describe it to yourself, whatever -fits in your understanding of the world is so powerful it gives me a deep sense of security and contentment about whatever's happening. I know it's okay. And that kind of feeling that kind of security, that kind of connection with something bigger than myself is really useful, especially in a year like this. So that's reason number one, I've developed the deepest connection I've ever had with God. I think it's possible for that connection to go deeper. And I plan to find out. Reason, number two 2020 has been my best year ever: I've developed the deepest connection and the deepest amount of growth I've had ever in my marriage, in my relationship with Lynn, my wife. It's been a beautiful time as we were going through some difficult things. I went through surgery and recovery from that that was very difficult, uncomfortable. And she stood by me every second of every hour of every day. And she showed up in a big way. And we spent a lot of time sitting together in our living room because all I could do basically for six weeks was sit in a recliner and take pain medication and occasionally become conscious and have a conversation. So we spent lots of time talking, sitting around the fireplace, petting the dogs, talking about our life, how we feel about things that have happened, how we feel about the future of what's to come and it's been a beautiful period of growth in my marriage. If these were the only two things that had happened, this would already be my best year, but those are only items number one and two. The number three reason this 2020 has been the best year of my life, so far. I have come to a new realization about prosperity. Now I've written a book that's going to be published in a couple of months called Permission to Prosper. So this is not a subject I have not studied, but I've reached a new understanding that I'm already as prosperous as I could have ever dreamed, and there's no way for me to become more or less prosperous, no matter what happens in the economy, no matter what happens to my bank account, no matter what happens to my business, there's just no way for any of it to be changed. I truly am. As the

subtitle of my book says rich beyond my wildest dreams. And so are you. The challenge that we all are given is to see that for ourselves to understand it, to realize it, to get access to that source of prosperity. And I'm not talking about some kind of just pie in the sky, foggy sort of spiritual prosperity that some of us dismiss and think, well, that's, that's meaningless, I need some real prosperity. This is the real prosperity. This is the knowledge that you have access to all the wealth you need to do the things you feel most called to do at any time during your life, if you're truly committed to doing them. And when you see that you have access to that, it's as if you have been granted the debit card and pin number to the universal bank of abundance. Now I know that sounds kind of crazy and out there, but I think most of us are walking around with a bank account of prosperity that is boundless- limitless, and we haven't even taken the debit card out of the envelope that came to us in the mail. It's one thing to have an account that's full of prosperity, but if you don't access it, it's not doing you any good. And you may be asking the question now, well, how do I, how do I, how do I get access to that? I'd like to get some of that. Well, that's probably best answered by getting my book when it becomes available in a couple of months.

Kris(23:02):

I was wondering if you're going to do the Time Life thing-"read the book."

Ray Edwards (23:05):

Reason number four 2020 has been the best year of my life ever. I grew in my ability to adapt to unexpected events outside my control. I recently published something on social media that was entitled "How do I get control of my life back?" And I pointed out that there's a, there's a mistaken premise in that idea. You never had control of your life. None of us do. We have zero control over what happens to us. We have zero control over other people. On a good day I can control myself. What we always have control over is our choice of how we're going to respond, what thoughts we're going to think and the freedom we have inside of our own mind and lest you think that is insignificant. Think again, then read Viktor Frankl's book Man's Search for Meaning. This is the book written by a man who was in Auschwitz, the German Nazi concentration camp in World War II, where his family was murdered, but he survived. And he came out and described a new way of thinking about psychology and human, emotional health, by putting forth the proposition that they can take away everything from us, our physical freedom, our financial freedom, our family, our loved ones, our physical comforts, but they can't take away our ability to think with total freedom inside our own mind, and that can adapt us so we can survive almost anything. So it's worth a read. If you've never read that book, I strongly recommend that you do so. Reason number five 2020 has been the best year ever in my life. Thus far I honed or sharpened my power of unshakeable, faith and extraordinary effort to produce what seemed like miraculous results. Unshakable faith, by the way, doesn't mean I never question how things are going to turn out. It doesn't mean I never have doubt. It means I have a plan for how I'm going to deal with those things when they come up and I talk to myself instead of listening to myself. Now that may sound like a strange idea, but if I just listened to myself, if I listened to my inner dialogue, I'm going to be listening to my habitual thought patterns that most of which were set in motion, I believe by the time we were seven or eight years old. Patterns, we learned from our parents and our primary caretakers as children. And we play out those patterns. Most of us for the rest of our lives, unconsciously assembled, not intentionally chosen automatic pilot. And they lead to us being addicted to our own thoughts and emotions. So having learned to take control of that, I now tell my brain what to think and I do that by talking to myself on a regular basis and saying the things I need to hear, to keep my faith unshakeable and to motivate me towards extraordinary effort to reach what other people think of as miraculous results. And I want to add for those of you who are probably yelling at your podcast player right now saying, what

about God, Ray? Yes. I rely on God for everything, for every breath that I draw. Without God, none of this would happen- granted. Reason number six, this has been the greatest year of my life. I discovered the power of growing through constraint. Not in spite of constraint, I mean, have you been constrained at all this year, Kris? Is there anything you wanted to do that you couldn't do?

Kris Edwards (26:14):

Yeah. There's been those things. And then there's been things I had to do that I didn't want to do like be a teacher.

Ray Edwards (26:18):

Oh yeah. By the way, you're now a school teacher.

Kris Edwards (26:21):

Shout out to the educators out there cause that is not an easy job.

Ray Edwards (26:24):

Oh, that is true. As many have discovered as they were forced into that role during the lockdowns and the pandemic. The idea that constraints that are placed on us, like if our income is limited or our freedom of movement is restricted or our freedom to assemble together in places are restricted or our freedom to operate our businesses. Those are constraints. So we were offered constraints in our business. Most of our revenue is generated by me traveling around, speaking at other people's seminars or putting on our own seminars. And suddenly all that stopped. That was a puzzler. There were a few tense moments where parts of my body tightened up. And I thought now what? And as we, as a team walked through, okay, so we can't do these things we used to do. What can we do? Through those constraints? We developed other ways of producing revenue that in many ways are better. Like we've been doing these Six-Figure Live Intensives, which we have one coming up at the end of this week, the week that this publishes, and it's, we still have a seat or two available if you want to join us for that, so you have to move quickly if you want to take part in that though. So what's the address they go to? I don't even know. Should have prepared for this.

Kris Edwards (27:36):

Rayedwards.com/group.

Ray Edwards (27:39):

There you go. So, I mean, I think the response to these has been remarkable. It's not only been good for us because we're able to do it without travel and it's less expensive. The most amazing thing is how much the people who are attending say they enjoy it.

Kris Edwards (27:53):

Ya, I think this is something that would not have been explored, had the world not gone mad.

Ray Edwards (27:59):

Exactly.

Kris Edwards (28:00):

If I were to come to you, when you are accustomed to these one to many discussions and said, Hey, what if you only did a conference with eight people? I think you would have said that

that mathematically does not work. But I think the people who have attended have been much better served because of the formula that you've come up with for these.

Ray Edwards (28:18):

I agree my formula is part of it. And the other part of it is the power of that small number of people being together for three days, pouring into one, another sharing ideas and making connections we wouldn't have made otherwise. It's really a remarkable experience and I've really enjoyed it. So have the people who have attended and you're right, that never would have happened if we hadn't had constraints placed upon us without our permission, we just were restricted. So as Ryan Holiday titled his book, *The Obstacle is the Way*, as weird as that sounds, it's true. Reason number seven this has been the greatest year of my life. As a team, as a business, we have removed every system practice habit, or we're in the process of removing those things that hinders our progress and that causes friction or slows us down from manifesting our purpose and our vision and our outcomes. And that is included. There's some people that are not on the team anymore. It doesn't mean we don't like them. It just means they weren't part of that solution. So this is a tough thing for a lot of people to look at in their business. What do we take away? What do we re-engineer, what do we do differently? Let's take everything we've been doing and throw it under the microscope and see if there's a better way to do it. That's not exactly super fun when you first hear the idea, but it certainly is productive. Reason number eight, this has been the greatest year of my life, so far. I became again, a true student, a beginner, a learner, and I've embarked on a long game learning approach where I'm studying deeply subjects that I would, I did not bother studying or thinking about before we went into this year, we call 2020. I had time to go deep into ideas, like how to develop a personal knowledge management system in this world of technology that we have. And I've discovered some fascinating ways of capturing my thoughts of linking them together and putting them into a database that has the rudimentary capabilities of artificial intelligence or machine learning. And I don't think it's sky net. I don't think it's going to take over our lives. It's serving me in a deep way and I'm loving it. I'm studying philosophy deeply. I'm reading historical works of philosophy, theology, sociology. Books I wouldn't have read before because I was too busy reading the latest and greatest new business books or new self-improvement books. And so right now I've got this love affair with books that are over a hundred years old. It's been fun reading books that have stood the test of time. So I've always enjoyed learning, but it's been a long time since I've been on a disciplined program of learning that has this kind of depth and the amount of time I'm devoting to it every week and how systematic I'm being with this learning process and capturing what I'm learning, so I don't just read it and take that was interesting. I preserved the knowledge so I can use it at a later time.

Kris Edwards (31:07):

I bet there's been a time or two where you've said "Oh, that's where they got that from."

Ray Edwards (31:12):

Yeah. That happens a lot. That's very perceptive. Yes.

Kris Edwards (31:16):

Yeah. A lot of the modern stuff- It's like, Oh, this guy wrote this 2000 years ago or more.

Ray Edwards (31:21):

Yeah. And I thought L Ron Hubbard,

Kris Edwards (31:26):

That's a weird guy to pick, but okay.

Ray Edwards (31:29):

Yeah, I just leave it at that. Reason number nine, that this has been my best year ever so far. We are in the process of creating a true marketing system that keeps the pipeline of customers and business rolling in and working even when I'm not working. One of the things we discovered when I was out for recovery from surgery was our production of revenue was largely and mostly dependent upon me doing things. And that's something that I've preached against to other business owners and helped other people achieve setting up their own systems. But I had not set one up for myself. And so we all felt the effects of that. And we decided this ain't gonna happen again. We need to get us one of them marketing systems Ray keeps talking about. So this is, uh, this is both fun and profitable, and it's actually an enjoyable experience. I'm enjoying putting the systems in place because we're also being realistic. We're not, we haven't decided we have to have them all finished by Friday. We would like to, but we realize it's taking time and we're taking the time to do it right. So it's one of the things I'm most excited about in our business. Reason number 10, 2020 has been the best year ever in my life so far. This is something I've so enjoyed is really finding out the core strengths of our team. Every person's zone of genius, the things that each person does that only they can do the best version of. And by doing that, we have people working on stuff. They enjoy working on, working on things. They love to do that when they do it. I mean, there are things that you do in your job, Kris, that to me seem like almost like sorcery. I don't know how you do it, but I love the fact that you like to do it. Otherwise it wouldn't be getting done. So thank you.

Kris Edwards (33:12):

You're welcome.

Ray Edwards (33:12):

When you have a team of people who are always focusing more and more on doing the things that fit within their zone of genius, that's a team of happy, fulfilled people. And that makes for a much better business and for much better versions of ourselves. Reason number 11, 2020 has been the greatest year of my life so far. As a team, as a company, we have created vision and a written plan to at least double our growth in 2021 and 2020 has not been a step backwards for us in revenue. Even though external things have happened, we have changed our approach. Changed our offerings, changed our way of doing business, and we are on pace to match last year's revenue, over a million dollars and next year, we're going to at least double that based on the plans we've made and good Lord willing. Remembering that verse from the book of James that says, "you should not say we're going to this town next year. And we're going to make such and such a profit. You should also say, Lord willing, we're going to make such a profit. Don't be arrogant." I'm listening to you, James. He was the brother of Jesus. He had the insight. And finally, reason number 12, this has been my best year ever so far. I learned personally that I am capable of enduring much higher levels of discomfort than I ever thought possible and enjoying the process. That's been a difficult lesson for me to learn, but having learned it, I'm going to do my best to remember it when I encounter a new, higher level of discomfort in the future, because I'm sure it'll happen. And now I don't want this to turn into an unhealthy attitude, but I'm almost like, okay, bring it on more discomfort means more growth, more progress, more impact, helping more people. So let's do it. But I do believe that our ability to grow ourselves and our business is in direct proportion to how we can handle higher levels of discomfort comfortably. So those are my 12 reasons why 2020 has been my best year ever. And that is all 100% true, my friends. And yes, I had to think about it. Yes, I had to reprocess some of my previous emotions in my previous way of speaking about this year. But this is my story of 2020. Remember I told you about in that seminar and rewriting your life story one as a tragedy, and one is a triumph. Maybe do that with 2020 and see what you come up with because this is what I carried away from that exercise to this very

day. That's for me a principle, that is the story of your life is not your life. It's just your story. So if you don't like it, change it. You know, there's another thing I like a lot. Change your words, change your world. Hmm. Maybe this is something to think about. Maybe you might want to make some notes about why was 2020 your best year ever. So until our next episode, my prayer for you is that you enjoy good health, long life, great prosperity and I pray peace for you and peace for your house.

Announcer ([36:14](#)):

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