



Ray Edwards Show, Episode 532

You Just Need Worth It

Announcer ([00:00](#)):

Ray Edwards Show, Episode 532. You Just Need "Worth It".

Announcer ([00:10](#)):

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

Kris Edwards ([00:18](#)):

It's the 532nd episode of the Ray Edwards Show, and this week we are wrapping up a series taking a look at some of the best episodes historically that have performed the best for people. Like the theme song says, change the world and watch your business grow. Well, we've been going through the archives and looking for the episodes that changed the world the most, that influenced people the most, that helped businesses grow. And this one got such great feedback because all of us, at some point we'll find ourselves in a rut. This feels like there's no way to make anything good and new happen. That's what this episode tackles head-on and we are jumping in right now.

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

I've come to believe you don't need easy. You just need worth it, in the words of the late great Jim Rohn. So fast forward to 2013, I was on the ropes. Business-wise, physically, mentally, spiritually. Most of my relationships outside my home were tense or nonexistent. Life was looking bleak and I was cynical. I had tried every motivational program out there, every goal-setting program out there. I had failed so many times, I was, I felt like, maybe you've felt this way too, I was willing to do the work, but it wasn't working. I won't say I was desperate because I think I was past desperate. I think I was just cynical. I was just close to being resigned, but something in me drove me to keep looking for an answer to my problems. I mean, my problems where I was at that time, maybe 75 pounds overweight, out of physical shape, my cardiovascular condition was pathetic. I could not walk up a flight of stairs without being out of breath at the top. I was wrestling in and out of depression. We were over \$400,000 in consumer debt as a family. And I mean, just every box in my life that you could think of. How do I check this box? I was not able to check the boxes cause they were all screwed up, but I was still willing to do whatever it took to get out of that hole. And that's when I ran across the quote by Jim Rohn, I don't need easy. I just need worth it. And what I had felt up until that point was, it just wasn't worth it. As I have talked to many people, especially lately, I've learned that it's not just me who's been to that place. I've heard a

similar story, really the same story with different details from so many people. I meet thousands of people each year at the conferences where I speak or where I'm in attendance as a student. And there's a constant theme. I hear this the same story from so many people. I'll give you three or four examples just from the last month. Uh, now I've changed the names of these people so that they are not recognizable. They can't be identified by the information I'm going to give, but I'm going to give you the essence of what they said to me that made me realize you're in that same place where I was. There's James, James and I were talking about setting goals for the new year. And what he said to me was, I don't want to set goals because I keep setting the same goals over and over again. And I keep failing. So goal setting makes me feel like a failure. That's a very common attitude because I think the way most people set their goals sets them up for failure. So eventually you come to associate the activity that causes you to fail, you associate that with the emotion of failure. Then there was Larry, Larry and I were talking and he was telling me about all the problems he had in his life. And he actually came to me with the question, can you help me? I don't know how to deal with all this. So whenever I hear somebody say something that blatantly open and transparent and vulnerable, I think this is good. I have a chance to help this person. So we sat down to have a conversation. And as he presented his problems, I began giving him possible solutions. And eventually he kept cutting off everything. I said, he's like, well, that won't work. I tried that, that won't work for me in my situation. I don't believe that thing you believe so that's not going to help me. So finally, I mean, I, I just addressed with him the, the challenge of his overall attitude about life and what he said to me made me realize he's in a place where so many people are. He said, don't give me that happy Mr. Rogers, crap, that won't work with me. So if you have that feeling about solutions that are being presented to you, that could solve one or many of your problems, it's not going to work for you because you've decided in advance, it won't. There was Debbie, somebody I spoke with recently about she was having financial trouble in her business and in her marriage. And I began to present her with some tactical solutions. Cause that's what she asked me for. She said, what do I do about this? And finally, her response to everything I recommended to her was, well, that all sounds good, but I'm not really materialistic. So I don't really, I'm not excited about those solutions. I'm not materialistic. Well, you seem materialistic to me cause you're made out of material and you're wearing material as clothing. And the bag you're carrying is material. And the computer, the laptop you have on the table in front of us is material. So in what way is it, you arrived here in a car that was material. You live in a home that is material. In what way are you not materialistic? This kind of clap trap talk drives me nuts. Because that's what it is. It's ridiculous. It's Jabber that people spout because they've heard of it from other people and they think they know what it means, but they've never thought through what it means. Now, if what you mean to say is I don't assign my ultimate meaning and worth in life to the physical possessions that I own. I'm with you on that, but make no mistake, the physical possessions that you own are important. And money is important, especially for the things that only money can do. So do me a favor and do yourself a favor and strike the phrase. I'm not materialistic from your lingo because it's meaningless. Just as an aside, the only way it has any meaning is if you subscribe to the platonic view of reality, Plato, the philosopher who came up with this concept that the material world is evil and only the spiritual world is worthwhile and pure. So we must despise everything that is material and that, as we would say, where I grew up in Kentucky, that bulldog don't hunt. Then there was Dan, and Dan is the person who inspired me to actually do this episode of the podcast. Because as we were having a discussion about similar matters, which was he had life circumstances, he was not happy with and he wanted to change them. So I was suggesting a course of action that he could take to change them. And frankly, I've talked to so many people who kept shooting me down, basically who came to me, asked for help, and when I presented the help that they needed, they would say, well, that just sounds too hard. I don't want to do it. I said today, well, this is not going to be easy. And he said to me, well, if there was an easier way, I would take it, but there doesn't seem to be, so I'm willing to do this cause I need to change these things. And that phrase from Jim Rohn came to me again. I don't need easy. I just need worth it. When I

heard what Dan said, the lights came on for me. And I've realized that that little quote from Jim Rohn that I saw on somebody's meme that they published Facebook was so powerful. So life-changing, so transformative that if we could internalize that it could change everything in our life. Because really achieving goals is hard. It's not easy. It's hard by definition because you don't have the stuff you're dreaming of having when you set a goal. You're saying to yourself, my life and my work so far has not yielded this result, but I want this result. And it's important enough to me to be intentional about it, to have a systematic way of writing it down and pursuing it, so I know it's going to be hard, but I'm willing to do it. In other words, you're saying I don't need easy, I just need worth it. Because it's worth my doing the work to get this result. It's worth my putting in the effort and doing the hard thing to pay off the debt, to lose the weight, to get into shape, to improve my health, to improve my relationship, to improve my mental state, my mental hygiene, to, to fight for my joy, for my happiness. It's worth it. It's gonna be hard, but it's worth it. Isn't that true? Don't you already believe that? I think you do, or you wouldn't be listening to this podcast. So let's talk about how our brain works and how we process stuff in our lives and how we get off track and how we can fix it. The fact of the matter is each of us is running a program. It's like we are stuck in the matrix. We don't even realize it, which is the nature of the matrix.

Ray Edwards (10:18):

If you haven't seen the movie *The Matrix*, go back and watch that movie with Keanu Reeves. Uh, just the original, the first one, forget the other two. The first one is the one that matters. Neo the protagonist in *The Matrix* had a choice to swallow either the red pill or the blue pill. One would let him stay in the matrix and the illusion, the other would make him wake up to reality and he chose to wake up and it was hard, but it was worth it. And that's what we need to do. And the way it works for us, the way we can tell we're in the matrix is, this is what happens for a lot of people. I would say for most people in the Western, in the modern developed world, we wake up at a certain time. And the first thing we do is we take in where we are and we start to feel that little bit of anxiety that starts off our day because we know we have so many things to do that are going to be unpleasant. And we feel disconnected from everything and everybody in our life. So we want connection. So we reach for that magic box, that little thing we call our smartphone. That's super computer that we keep in our pocket and by our bedside and we fire it up and we look at Instagram and we look at Facebook and we see if somebody liked our posts or gave us a heart or made a comment or told us how smart we were for something we said or posted. And we feel connected. So we feel that feeling of connection. So we get that sense of interaction with other human beings when we've had no interaction with human beings and we get up and we walk through our routine for the rest of the day, we do pretty much the same thing we do everyday. We, we deal with the kids the same way we do with the kids. We get out of the same side of the bed that we normally get out of. We brush our teeth, we go to the bathroom, we have our coffee, we have our breakfast, we read our newspaper and we do all of this. We drive to work. We do all of this and pretty much the same way we do it every day. We take the same route. We make the same turns. We think the same thoughts over and over again, each day. I mean, 90% of the thoughts you have today are the same thoughts you have had yesterday and the day before and the day before. And correct me if I'm wrong, but I'm not, unless you are awake. And I submit to you. I propose that most people are asleep. Most people walk through their life asleep. Most people go to their grave asleep. We deal with work the same way. We have the same reactions to the people we work with. We say the same things to them. They say the same things to us. We have the same emotions every time. It happens the same way every day, we take the same route home. We think about the same depressing, alarming, fear increasing anxiety producing, depression enhancing thoughts that we thought yesterday. And we get home and we deal with our family and we have the same arguments with our children or with our spouse. And we go to bed and we dream the same dreams or have the same nightmares. And we get up tomorrow and we do it all over again. And somewhere in there, we

have these moments of wakefulness, just little pieces of wakefulness, like five minutes, we're awake and we say to ourselves, during those five minutes, I should do something about all this stuff. I need to change my life. I need to set some goals and we say the word goals and that triggers anxiety. And we think I don't want to set goals because that makes me feel like a failure. And we're right back in the matrix. Maybe this doesn't happen to you. Maybe it's only other people. So you could let them listen to this episode and maybe help them. So what do we do? Why does this happen anyway? Because this is the way consciousness seems to work. This is just a model, just a model. So the mathematician, George Box, said one time, something like this, I'm paraphrasing him now because I haven't taken the time to look it up. But he said something like, all models are wrong, but most of them are useful. So this is a model of how your mind works. You have circumstances in your life, a situation, it could be anything, and it is everything in your life. And when you encounter those circumstances and you recognize them as a circumstance, your brain asks the question, what does this mean? So you have a thought about the circumstance and that thought creates a feeling. So if the circumstance is one that makes you think of the worst possible activities that could occur out of that circumstance, you begin to feel fear and anxiety. So the circumstance triggers the same thought that you had a hundred thousand times before, which triggers the same emotion you had a hundred thousand times before, which is fear and anxiety. And then the feeling that you have controls your behavior. That's what causes you to act. And the action that you take causes a result. So if you operate out of fear, scarcity, depression, anxiety, self protection, hiding from things, you'll get results that are commensurate with those feelings and actions. And the result will reinforce the circumstance that started this whole chain reaction in the first place. And it becomes a self-reinforcing cycle of negativity and poor results. So not only are you in the matrix, you're helping reprogram the matrix and strengthening its power over you. So what do we do to escape the Matrix? I can tell you this. It's going to be tough. It's going to be difficult. It's not going to be easy, but it is worth it. So here you are now with the choice of, do I take the red pill or the blue pill? Do I choose to continue living in the illusion in the pre-programmed automatic automaton way that I've been living life up to now? Or do I wake up, do I choose to come out of the matrix and face reality, which sounds harsh at first, but then I realize once you've unplugged from the matrix, you finally get to make some choices in your life for yourself that are not driven by an illusion or a program. I don't know what you choose to do, but as for me and my family, we choose to live in reality. To escape the matrix. So the questions that face you now, knowing that you've got to decide reality or illusion, the questions you need to ask yourself are-

Ray Edwards (17:02):

So what? And now what? So the, so what is, so now that I know that so much of what I do is living on automatic pilot, being a robot, really a puppet for the neurological patterns that are in my brain, that I didn't even choose to make, they just happened to me. If I'm no longer going to be controlled by that, and I'm going to wake up and make my own patterns then the now, what is, how do I do that? How do I move forward with the new approach to life, the intentional conscious, awake approach to life. That's a big question. Let me tell you what happened for me. When I was looking at life and realizing it looked bleak and that I was cynical and that I had tried every motivational goal-setting life improvement program out there, I'd gone to psychiatrists and psychologists. And I had tried to set goals over and over again so many times. I failed every time. I set the same goals year after year, and nothing changed until I was faced with this life altering diagnosis that I could not live in denial about. I can't deny it. It's not a silent disease. It's one that shows up every day that makes its reality known. It puts an impossible to ignore imprint on my life. So I have to choose how to deal with it. And what I chose to do was to wake up to face reality and realize that if I'm ever going to make a change in my life, it has to be now. And if I'm going to make a change, it has to be by doing things I haven't done in the past. And so right about this time, I encountered Michael Hyatt's Five Days to Your Best Year Ever. And for me, this was the tool that I used to

get past my own programming. To reprogram my own brain. Now I've done all the other programs. I've done Brian Tracy's program. I've done Zig Ziglar's program. I've done Tony Robbins program time and time again, over and over again. And everybody else you can think of that's had a goal setting program. I've done it. This one was different for me. Now was it because the program itself is so different or because I was different. Now you guys have to leave that to your decision-making, but I feel like it was both. So I walked through the Five Days to Your Best Year Ever system, and I made some decisions about what I wanted to change in my life and what that change would mean to me. I was able to lose 67 pounds, pay off more than \$400,000 in debt. And my business broke the million dollar revenue mark for the first time ever. And that has happened now two years in a row. We're going on year number three. I fully expect to crack the million dollar mark again this year. And I've got even bigger goals for next year in terms of my health, in terms of my wealth, in terms of my relationships, my spirituality, my contribution, how I show up in the world, the new habits that I want to form. And I have confidence that I'm going to be able to meet or exceed those goals because I am awake in a way I never have been before. And part of the reason is this program, um, forced me to do something that in the past I always just avoided doing, which was to complete the past. This is something I've just avoided, like the plague, because completing the past felt to me like reviewing the past, which was never something that left me feeling great. I didn't look back at my past and feel good. I looked back at my past and I only looked at the bad stuff and I just felt bad about it. So in Michael's program, he suggested that looking back at the previous year, the things that were incomplete, unsatisfying, that felt like failure. Looking back was a chance for me to learn, to be aware and to analyze what had happened and what I was going to do about it going forward. So that's what I did. And admittedly, it was a little uncomfortable. I wasn't accustomed to being very clear about things that happened that I was not satisfied with. I was pretty good at feeling bad about them, but sweeping the specifics under the rug, even from my own view, this exercise put me right in front of the things that I was unhappy about for the past year and forced me to confront them and to decide, what did I learn from this? How can I use this? And what am I going to do about this going forward? And that has made all the difference, but whether you use that system or not take what I've shared with you in this episode and put it to work. And most of all, I would encourage you to do that exercise that Michael recommends on the second day of his five-day program. And that is to complete the past. Look back at the stuff that you feel is incomplete, unresolved, unsatisfactory, that was unsuccessful in the past year and analyze it, learn from it and decide how you're going to deal with that situation or problem or challenge in the future and how you're going to use what happened to you this past year to empower you in the coming. It is possible. It does work. It's not easy, but you don't need easy. You just need worth it.

Announcer ([22:49](#)):

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