



Ray Edwards Show, Episode 581 Linguistic Alchemy- Go for Gold

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

Ray Edwards 00:18

My friends, welcome to the podcast today is a hallmark episode because today is the day we make both a podcast and a YouTube video of the same content. I know it's a striking day, momentous day in the history of the show. We hope. We'll find out I just finished listening to the most inspiring podcast Rich Role interviewed Robin Arzon, who's one of the top if not the top, peloton instructors in the world. She's written a couple of New York Times bestselling books. She's an amazing woman. I learned so much so I took some notes. And I'm gonna borrow, I use the term borrow very liberally, I'm gonna borrow a couple of things she said to build on today's podcast, which is about linguistic alchemy. I've used this term before, and I really think it applies to all of us who write copy or who write to influence. What is linguistic alchemy? Well, what is alchemy? When we think of alchemy, we think of turning base elements into gold, dirt into wealth. So what does that mean for linguistic alchemy? It means we're using our language to construct a better reality for ourselves, for other people, for our customers, for our clients, for our teams, for the world, the way we talk creates a different reality. Language forms the framework with which we deal with reality. Think about this, we have a slogan in our company that the simplest it's "Change your words, change your world". And some people think that's like the secret, like just magically intoning what you want to happen. It just happens. That's part of it. But the other part of it is the way you talk about and think about the problem is either the problem, or it's the solution. If you talk about it as if the problem is insoluble, you'll never solve the problem. But if you talk about it as if there's a solution, you'll find your ways to solutions you would never thought of before because you've allowed the possibility that your language can change the way you think about it, which can change the actions you take, which can change the feelings you have about it, which changes the world ultimately. So what if we start speaking the language of love, a possibility of inclusiveness, and we stopped speaking the language of hatred, division, and exclusiveness? I think this can change the world. I think it is changing the world. And I want to be part of it. How about you? There's so many things that can stop us from

being our best selves. And you might say, Ray, this is a copywriting podcast. Why the heck do you never talk about copywriting? My friend, I'm always talking about copywriting. Because copywriting is simply writing. And writing is simply the way we express how we see the world. And we write it down, we reinforced that expression of how we see the world, we reinforced that vision of the world. And that's why we get into these reality bubbles where we're always talking and writing about the same things because we want to reinforce our view of the world. But I'm going to encourage you to adopt a different way of looking at the world. Like other people's ways of looking at the world over the last two and a half years, three years. Have we not learned that there's more than one viewpoint from which to view reality? Have we not learned that there are people living lives that we don't, we don't acknowledge because we don't know the reality of what they deal with every day? I've learned it through the pandemic because I'm sure you have. I've learned through dealing with Parkinson's disease. Like I'm shooting this video this morning, and I've got a slight tremor going on. There was a time not that long ago I would never shoot a video showing myself with a tremor. Because I was afraid of what people would think. Now I want people to think. I want you to think about what do you see when you see someone with a different bodily reality than you have. Or someone who has to use an assistive device to get around? What do you think? Do you think less of them? I've encountered a couple of instances where I've been treated, I'm just going to put it mildly, disrespectfully, because people sense that I was not in a position to push back against them physically or verbally. That's given me a different perspective on how I treat other people. I've never thought of myself as a bully. But I have certainly disregarded people, I'm ashamed to admit it. I've disregarded people because of my assessment of their physical or mental state. It's deplorable. The only reason I'm sharing this is because I think it's important that we who have platforms talk about these things openly. Because that's the only way, we're gonna encourage other people to change. If we continuously put forth the idea that we are perfect in our lives, in our viewpoints, we have perfect success, we have perfect relationships, we have perfect houses, cars, clothes, teeth, and people aspire to that reality. They're going to be bitterly disappointed. Haven't we learned enough to know that's true? Haven't we learned enough to know that? What's more valuable? What's more ironic, I think in terms of how we all feel about social media these days, what if we turn social media against itself and started talking about our real lives, about our real problems, about real solutions, and stop trying to live the fake Instagram lives? I'm not accusing you having done that I would not have looked at myself as having done that either. Although I was consciously using social media and still am as a marketing vehicle. But I don't want to market something that's not true. Do you? Do you want to Market lies? I don't think lies are okay. Lies are not okay. Lying is, is wrong, it's evil. It breaks the social contract. If you don't believe in an ultimate good and evil like God, or time, or fate, or whatever, Destiny, karma, just think about the social contracts we have with one another. If we can't trust one another's word, it all falls apart. So we've got to be honest with one another, and honesty, this is the humorous part. Honesty long-term, is the best play of all. If you want to play the long game, play the honesty game. Fear is what stops us from telling the truth. Fear is what stops us from telling the truth in our in our marketing in our businesses in our relationships. Fear is the mind-killer, wrote Frank Herbert, who wrote Dune. Probably the best piece of science fiction ever written. Fear is the mind-killer. Fear also, my friends, can awaken your mind, fear is the map to freedom. Why? Because once you face your fear and no longer has power over you, when you have had enough of being afraid, and you decide you can generate your own reality, I don't mean magically using the power of the law of attraction. I mean, by first imagining how you want things to be. Okay, let's take a step back. First, you have to look at how things really are, don't make them worse than they are. Don't

make them better than they are. See things how they really are. Then ask yourself, what do I want to see different about this situation? Then make it the way you see it. That's it. That's the formula for success. There you go. There's your \$ 10,000-weekend seminar, boom, go do it. Of course, most of us won't, we need more help than that. Nothing wrong with the weekend seminars, I sell them myself. But my point is, you already know what to do. Fear can show you the way to freedom by showing you the way to realizing you generate your own energy, you generate your own environment and generate your own friends, generate them or attract them, I should say is probably a better way of expressing it, by being who you are. People are attracted to who you are, or they're attracted to who they think you are. Now, this is where this false identity on social media really stabs people in the back. It's a self-inflicted wound. They paint this picture of who they are. And when people get close to them. People find out that's not who they are at all. And now they're not only not attracted to you anymore, they're repelled by you. So don't do that. Don't Don't lie. Lying is not okay. It's not okay in your marketing, it's not okay in your life. Frankly, I have adopted a radical policy of radical honesty. I won't even tell white lies anymore. So don't ask me a question if you don't want the real answer.

Ray Edwards 07:35

You have been warned. Someone put me to the test on this. It's okay. I'm willing to be tested. It's through testing we learn who we really are. When you learn that you can generate your own energy, that you're your own source of your power. Mediocrity no longer tastes very good. It's not satisfying. So things I've learned from Robin, on Rich Roll's podcast, I want to really get to today. You feel like you're in a plateau? I have felt like I've been at a plateau for about two years. It's been a plateau of constantly restructuring, rebuilding a business that was not prepared for the pandemic when it hit. We are prepared now. And we're continuing to be more and more prepared. And that trial that I went through, like so many business owners went through, will never happen to me again. Now, there may be another one. Because I don't know everything. I know that will never occur to me again. Because plateaus are not stopping points, plateaus are launching pads if you want them to be. If you're at a plateau in your business right now, make it into a launching pad. What's next? What's the next goal? What's the next summit you want to reach? If you don't do this, I am all for acknowledging and being content with what I have. But I am content mixed with ambition. Because that's how we were wired. That's how we have evolved to become. We have evolved to become creatures who are always looking for the next mountaintop. And we are built, think about this. Physiologically we're built our best, and highest use of our physiology is walking uphill. Now, think about that. We reached the top of the hill, what's the next thing we need to do to honor our physiology to train our body for the next challenge? It's to walk up another hill. That's why those who are achievement-oriented are that way. I believe we're all wired that way, and that, that's why when we become despondent, or become lethargic when we become sedentary, that's why we lapse into depression because inside our soul knows, this is not what I was made for. I was not made to lie around in a warm pile of my own dung and just be satisfied with the way things are. Sorry to be so- no, I'm not sorry. I'm being graphic to make a point. That's what it's like. You may be comfortable in your life, but you may be comfortable because you're interested in a big warm pile of shit, and it's comfortable, and you've grown used to the aroma. Something to think about.

Ray Edwards 09:48

Turn your doubts into defiance. Turn your doubts into defiance. Why do you doubt? What is doubt? Doubt is the fear that you may be wrong about something really important in your life.

Turn your doubts into defiance. When I begin to doubt one of my core beliefs, I know what's going on. I'm afraid I'm wrong about that thing. If that's true, wouldn't you rather just know if you're wrong so you can adopt the correct belief? Wouldn't you? Don't you just want to know the truth? This is why I think not lying is so important. We must seek the truth because we were wired to do so. That's a survival mechanism. If you live in Fantasyland, you'll get eaten, killed, or captured. And if you think that's too primitive, an example, take a look around at the frickin world we live in today, friends. It's not primitive, it's reality. Turn your fear into fury. Some people will be upset with me for saying this. But a good friend of mine, Doug Pew wrote a piece called Heroes Fury. It was all about one of my personal heroes, Ludwig von Beethoven, Beethoven, the greatest composer of all time, arguably, the man who changed the face of music history forever, with his ninth symphony, the Requiem, which is my favorite piece of music ever. He wrote it when he's completely deaf. He never got to hear a note of that Symphony with his physical ears, but he heard them in his mind. And for anybody who doubts the theory that drove Beethoven, he was so furious with God. He wrote a long letter expressing that fury and hid it away for many, many years. And people listened to it like the Moonlight Sonata. And they think, Oh, how beautiful, how peaceful. If you really listen to that piece, listen closely. You'll hear the fury underlying the fury, the perceived injustice, God, how could you create me with this talent? How could you give me this gift and then robbed me by taking away my hearing? He was furious with his creator, and yet, without the challenge that was placed in his life, would he have had the character to produce the masterwork that he did? I don't think so. He is a hero. And he had justifiable fury. It's okay to turn your fear into fury.

Ray Edwards 11:59

And finally, this is my last thought on linguistic alchemy. Remember, this is all about taking these phrases I'm sharing with you today and turning them into mantras for your life. Last one is, own your voice and be fully you and own your voice. Even if it's shaky, even if it's weak. I mean, one of the strengths I always carried with me throughout my career was, I was in radio, I had a strong, resonant, deep voice. Compare my podcast today to my podcast from five years ago. My voice is very almost unrecognizable. I will not stop speaking. If Stephen Hawking can be the most brilliant astrophysicist ever to live, he had to write his books by twitching a muscle in his cheek, he couldn't lift a finger to type. He couldn't speak and had to have a robot speak for him. What do I have to complain about? Nothing and neither do you. So what's your excuse today? As my friend Doc Rock says, "Your excuses are fully valid. They're absolutely valid". As long as you want that life, as long as you want to tolerate being a victim of other people's circumstances. Don't you do it! I'm saying it straight to you. Don't do that. You deserve better. Live the life you were created for. Tap into the power of linguistic alchemy. The way you think about and talk about the problem is the problem. So if you want to be no problem, adopt these ideas or at least take my suggestion and create your own mantras, your plateaus, or launching pads. Turn your doubts into defiance. Turn your fear into fury and own your voice and be fully you. It's the only thing you're good at anyway. Is the only thing you're good at anyway. Bless you, my friend, may experience peace in your life. May you live long and prosper. I'll talk to you next time.

Announcer 13:49

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