



Ray Edwards Show, Episode 301

How to Reinvent Your Business, Your Income and Your Life, Not Necessarily in that Order

Ray Edwards: *Ray Edward Show*, episode 301, how to reinvent your business, your income and your life, not necessarily in that order.

Voice over: It's the *Ray Edward Show*, this is the podcast for prosperity with purpose.

[music]

Ray: In fact exactly not in that order.

Seth: Right, because-

Ray: That would be stupid.

Seth: That would be weird.

Ray: That would be weird.

Seth: I don't even know how you did that.

Ray: We're going get into it. Let's play a little thought experiment game.

Seth: Okay.

Ray: Let's pretend we have a room full of people with jobs and we ask them, "All people with jobs, why do you come to work?" If they were being honest, how do you think they would answer?

Seth: Because they love what they do. [laughs]

Ray: Oh come on, I said they're being honest, unless you're messing up my deal here.

Seth: I'm I? Okay. If they're being honest, they'd probably say the only reason they go to work is to pay the bills.

Ray: That's the number one answer, or because I have to.

Seth: Why do they have to?

Ray: Because I have an addiction to living indoors with plumbing.

Seth: Right, so they have to pay the bills.



Ray: Yes. If you ask them, "How hard do you work?" If they were truly honest, what do you think their answer would be? I'll give you a hint, hard enough to?

Seth: Keep their job?

Ray: Yes, exactly. Now, let's change the experiment, let's say you have a room full of entrepreneurs, people who have lifestyle businesses.

Seth: Lifestyle businesses.

Ray: Internet marketers, coaches.

Seth: Oh, making money while you sleep.

Ray: Butt leaders,

Seth: Making money in your underwear. Well, I guess there are actually multiple ways you could do that.

Ray: Yes, there are. Some of them are legitimate, some are illegal in some states.

Seth: Well, counties in those states.

Ray: Yes. Not that we know, we're just interested in the law. If you ask entrepreneurs why they come to work, what will they say? Now, what would they say? Not if they're being honest, but what will they say?

Seth: Oh man, it will be some form of, "To get out there and do stuff, I love it."

Ray: I do what I love.

Seth: I don't have a boss.

Ray: I've got freedom.

Seth: I've got freedom. I work a hundred hours a week, so I can see my family.

Ray: So I can make money while I sleep.

Seth: Well, I think, what did I start saying a while back? Making money when you should be sleeping?

Ray: [laughs] Yes, which is very clever, you're the first person I've ever heard say that. Now, let's shift the experiment one more time. Pose the question differently and see what happens. If you ask those same entrepreneurs privately.

Seth: But no one listening.



Ray: There's nobody listening. You said, if you won the Powerball and got a \$25 million windfall, what are the first five things would do?

Seth: I think you'd have to specifically prompt them and say, "Would you keep doing what you're doing?"

Ray: I don't think you'd have to.

Seth: You don't think so?

Ray: I think you'd go like this, "I'd get a new house, I'd take a trip around the world."

Seth: I get a new car.

Ray: Maybe I can get a new spouse.

Seth: Right. Upgrade.

Ray: For a lot of them, a lot of them don't wait to win the Powerball to do that. I think one of the five things in that list would be, I'd get rid of this business.

Seth: Get rid of this business. Now, see, I think most people trapped in that boat are not willing to admit to themselves that there -

Ray: But if you gave them -- Let's say you didn't give them the experiment, let's say you actually gave them \$25 million.

Seth: Then I think for a while they try to keep doing what they don't because they convince themselves they love being their own boss.

Ray: Because they've said so many times, "I'd do this even if I wasn't getting paid for it."

Seth: Right. Because they have to say that to get clients.

Ray: Yes.

Seth: I think they try and they'd find out, "Oh wait, no I wouldn't keep doing this." I think there are a lot of people who would quit instantly because they know and then there are other people who they've so deluded themselves to convince themselves they made the right decision.

Ray: I think you're right. My suggestion is, why not just do that, do whatever it is that you would do if you had the \$25 million.

Seth: "How am I going to make money?"

Ray: Now we get to the real root of the problem, don't we? It's, do you have enough confidence in yourself and your ability to believe that you can do what you really



want to do, or are you afraid that you don't measure up and that you have to do what you're doing because it's the only way you can fool people into paying you? We'll get back to that.

Voice over: Does anyone want to live a life that is long, prosperous, Spiritual Foundations.

Ray: Spiritual Foundations this week is going to be a little bit weird, but what's new?

Seth: What's new?

Ray: I've been reading.

Seth: I closed my notes, so I don't know what's coming.

Ray: I know. You do that on -- I gave you notes and I saw you close.

Seth: I decided though. There was one time I didn't read them and I enjoyed it more.

Ray: It was one of the best shows you ever did.

Seth: Right. I just decided to close the notes. [laughs]

Ray: I've been reading Maxwell Maltz's *Psycho Cybernetics*.

Seth: Which is 60 years old, right?

Ray: Yes, and it sold 35 million copies with virtually no promotion by its dead author.

Seth: In the '50s, did they even fully understand cybernetics, what that would look like?

Ray: Well, they thought it was mechanics, cybernetics was the mechanics of how you accomplish something.

Seth: Really? I didn't know that.

Ray: Yes. It was like an industrial process.

Seth: Cybernetics was not the amalgamation of human tissue and machines?

Ray: It was not skynet over endoskeleton.

Seth: It's not an organic living tissue over a metal endoskeleton?

Ray: No, it was a mechanistic way of getting things done. The idea behind *Psycho Cybernetics* is the mental and physical aspects of your self image. Dr. Maltz invented, well, didn't invent, but popularized, perhaps discovered the idea of self-



image and its effect on performance. There's a differentiation between self esteem and self image. Your self-esteem is how you appraise the value of yourself, your self images is simply the picture you have of yourself. Who do you think you are?

Seth: But they're closely related.

Ray: Closely related, yes. But they are different.

Seth: Modifications to one are going to affect the other.

Ray: I'll start with a couple of thoughts that make this spiritual so that it actually qualifies, so it qualifies as spiritual foundations There's an ancient proverb that says, "As a man think of in his heart, so is he." A corollary to that, if you need something more specifically in-your-faith tradition, Jesus said, "Out of the abundance of the heart, the mouth speaks." I believe what he was saying is, what you say reveals who you think you are.

Seth: What comes out of your mouth is a reflection of what goes on internally.

Ray: Now, that doesn't mean that you can't fake it, if you're conscious of it, but eventually -

Seth: I would argue that that is even still true.

Ray: What is so true?

Seth: Because even if you fake it -

Ray: It comes out. You can only fake it under conditions where you're not under any kind of stress or pressure.

Seth: Right. But even if you fake it and you believe you're doing a good job, ultimately, objectively what's coming out of you is a lie.

Ray: Exactly, Seth. Now, let me tie this together with the Maxwell Maltz and *Psycho Cybernetics*, because Maltz's big discovery was he was a plastic surgeon.

Seth: I met one of those in training today.

Ray: Really?

Seth: Yes.

Ray: Did they call themselves a plastic surgeon? Cosmetic surgery.

Seth: They may have said plastic actually.

Ray: I thought the term now was cosmetic.



Seth: I don't know.

Ray: Maybe they've gone back to plastic.

Seth: She came by this coffee shop.

Ray: Revel 77?

Seth: Yes, on 57th Ave., Spokane, WA 99223.

Ray: Good coffee shop.

Seth: I hear the owners are pretty cool.

Ray: I hear they're the kind of people I love to hang out with all the time.

Seth: Me too.

Ray: As a plastic surgeon, Maltz noticed that people came to him -- It was the '50s, so it was a lot more acceptable to say this, they were ugly.

Seth: [laughs] You can't be ugly today, they're differently beautiful.

Ray: Yes. But back then, they were ugly.

Seth: You mean back then, they were honest?

Ray: Yes, that's what I mean. Well, you can fix ugly.

Seth: You can. [laughs]

Ray: Stupid is a different story.

Seth: You can't fix stupid.

Ray: You can fix ignorant.

Seth: You can fix ignorant, and if you want to, you can fix stupid, but you have to be willing.

Ray: Okay. Well, let's go see him.

Seth: [laughs] All right, wait, what are we talking about?

Ray: He would operate on ugly patients to make them more beautiful, to make their face more symmetrical to conform to the societal standards of beauty, which are based on mathematics, symmetry.

Seth: Some of it is objective, it's static in our programming, and some of it is obviously culturally.

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Ray: Right. But there is an objective basis, it's a reason. A healthy person tends to look more beautiful than a non-healthy person, let's leave it at that. He would fix this structural flaws, whether you think they're societal or objective, whatever your opinion is about that, he would fix it so they were more closely conformed to the idea of beauty. He found that for many of his patients, that changed their life, because they looked in the mirror and they saw a different person and they became more like that person.

Seth: That's interesting.

Ray: But for some of those people, that did not happen. He came up with a theory that there is a psychological face that we wear, a self-constructed inner-directed picture of what we look like.

We're either a beautiful person or an ugly person in our minds, regardless of what the external situation might be. He began to develop this idea that if you could change the way you think about yourself, you change the picture you have of yourself, your self-image -

Seth: You need a self-image plastic surgeon.

Ray: Exactly, and that's what he became. And that was the basis of Psycho-Cybernetics. As you think in your heart, so are you. I believe -

Seth: Ultimately, that's a ridiculous statement.

Ray: It wasn't till recently. It was one of the things that scientifically minded people used to point out in the bible and say, "Well, that's ridiculous." You don't think in your heart.

Seth: No. That's not what I'm talking about. It's like how you think is who you are. It's basically what we're saying, it's ridiculously stupid should be obvious statement.

Ray: It's self-evident.

Seth: It should be self-evident. [laughs]

Ray: This is a sidebar, recent scientific discoveries have discovered that -

Seth: There are neurons.

Ray: - there are neurons in your heart.

Seth: And in your -

Ray: And in your gut.

Seth: Are they in your gut, or are they just connected to your neurological system?



Ray: I believe there are neurons in both your heart and your gut. You have a brain in your gut.

Seth: Well, it might be stretched to say you have a brain in your guy.

Ray: It's connected to your brain.

Seth: Yes.

Ray: There are brain cells -

Seth: Extension of your brain.

Ray: You do some thinking in your gut -

Seth: Yes, you do.

Ray: - and you do some thinking in your heart.

Seth: All those ancient societies that believe that your spirit man, or whatever, or like you're thinking from your heart, there could be some weight to that.

Ray: If you consistently find -- this is my premise. If you consistently find yourself behaving in a way that you don't want to behave, whether that's you don't live up to what you think you're level of performance should be, or there's certain behaviors you engage in, like addictive eating, or drinking behaviors, or other stuff you don't want to do but then you do it. If you're like the writer who wrote the thing that I want to do, I don't do, and the thing I don't want to do, I do, what a ratchet man I am.

If you feel like that any time, you have to look closely at what your secret identity is. The identity that you don't tell other people about.

Seth: You want to know my secret identity?

Ray: Yes.

Seth: It's from Hizzy, the superhero cafes. They make fun of batman, because he can't keep his identity secret in any of his movies. Every time he sees a pretty girl, he's like, "Hey, you want to know my secret identity?"

Ray: I love those cartoons.

Seth: Yes. [laughs]

Ray: You have to look closely at what your internal idea of your identity is, your self image. You'll find that if you're behaving in a way you don't want to, your logical mind says to you, "I don't want to do this thing that I keep doing. I don't want to keep sabotaging myself at work. I don't want to keep performing at a level less than what I



know I'm capable of." etc, etc. You're at war with yourself, because you're holding conflicting views that cannot exist in the same person.

Seth: That is correct.

Ray: And you're at war, not only with yourself, but you're at war with reality. I will paraphrase a famous transcendentalist writer, and tell you that the massive men lead lives of quiet contradictions.

Seth: [laughs]

Ray: That is the pattern of the ordinary behavior of the world. It's why the apostle Paul wrote, "Don't be conformed to the pattern of this world, but be transformed, change into a new form by the renewing of your mind." Isn't it interesting that he didn't say, "Of your spirit"?

Seth: Right. Of your faith.

Ray: You would think that's what he would say.

Seth: Especially because how many Christians today just want to say the highest virtue you can hold, is blind faith.

Ray: No reason.

Seth: No reason. I believe it. I don't need a reason.

Ray: Just turn off your brain.

Seth: I don't need a reason.

Ray: Let me put some new programming in there for you, that results in you making big donations to my church.

Seth: [laughs]

Ray: We renew our minds by thinking different thoughts. What do you do about this if you're -- this is what this episode is about. I've taken three days, I've taken a three day workshop and put it in a three minute segment of the podcast.

Seth: Which was highly disorganized, but because of me.

Ray: Yes, because I actually had it written out in an organized fashion. I haven't taken my meds yet, so I'm talking like I'm drunk.

Seth: Organized fashion.

Ray: I said organized fashion.



Seth: Well, at least you didn't say, "Buster's box."

Ray: Yes. Thank goodness you cleaned Buster's box this morning.

Seth: [laughs]

Ray: This podcast will make no sense to anybody.

Seth: No. I can let you guys in on that one. I mentioned, I tried to say to someone, "Oh, I had to clean Buster's box."

Ray: Buster is his cat.

Seth: My cat, and he has a cat box like most cat owners.

Ray: And you had a spoonerism.

Seth: I had a spoonerism, and I said, "I had to clean Buster's box." We just thought it was funny enough that we keep saying it.

Ray: Yes. If you don't know what a spoonerism is, Spooner was a minister who had this habit of mixing, juxtaposing his words.

One of his most famous spoonerisms was when a female parishioner came into his church. He said, "Mardon me Padam, may I saw your sheep?" Back to what we were talking about, the serious business that we're talking about transforming your mind. If you hold two inner conflicts, two inner conflicting beliefs. If you find that you are constantly doing something that you don't want to do or you're not living up to a potential that you want to live up to, but you keep sabotaging yourself, I'm going to tell you this, it's not because of some **[unintelligible 00:25:40]** garbage, like something in your head, or your super-ego, or things that don't exist. It's because you have two beliefs or more that conflict with each other.

Seth: Right. And they're battling in your psyche for supremacy.

Ray: Correct. You've got to decide, which of these is true and which is not.

Seth: Some days, you'll get like one idea is going to win out. You're going to feel good, because you're achieving the standards of that idea.

Ray: But then on other days -

Seth: At the same time, you got other ideas that you're failing at.

Ray: You're always failing.

Seth: You're always failing. Most people do not realize how many contradictions they have in their minds.



Ray: Because most of the beliefs and opinions that you have about things, especially the strong ones, about the important issues in life -

Seth: Especially the ones that you don't want to be challenged on.

Ray: - you probably did not come up with those beliefs yourself, by thinking them through and reasoning them out.

Seth: No, probably not.

Ray: Here's what you do to fix it. Five steps, and then we'll move on to the actual content of the show.

Seth: Right, not this cluster of a spiritual foundation.

Ray: Step one, notice the feelings that alert you internal conflicts. You know what they are.

Seth: Yes, and that's the other thing. I see a lot of people, they beat themselves up for having negative emotions. I find that, I don't know when or where I learned this, but your emotions are just like little dashboard alerts on your car. It's like when your little tire pressure sensor goes off, you don't go, "Oh, I'm such a terrible car owner because I didn't pump up my tires this morning." No, you're like, "I'm worthless." No, you look and go, "Oh look, my tires need to be pumped up."

When you have a negative emotion, people who-- stop it. It's like a check engine light. Figure out why you're feeling it, and don't judge yourself for feeling it.

Ray: I know where you learned this, and you're not going to be happy to hear it.

Seth: What?

Ray: Let me give you a hint. You learned it inside a car.

Seth: Inside a car?

Ray: Yes. About once every two weeks, when you were a young lad, we used to take a trip to see my grandfather.

Seth: Gees, is it Tony Robins?

Ray: Yes.

Seth: I actually, I remember picking up the check engine light thing was from Mike Horn.

Ray: Well, he got it from Tony.

Seth: All right.

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Ray: I don't know where he got it. Love you Mike. All those hours and hours of listening to Tony, it just sunk into your brain.

Seth: Right. In the [unintelligible 00:28:01]. See, that's how you get contradictory ideas. That's how people end up with the world is a massive contradictory idea. All these ideas that they [unintelligible 00:28:11] them and they don't even realize where they came from. If you ever had that where you thought you came up with a saying or a quote, and then you realized, "Oh look, that came from that movie I saw 10 years ago and I totally forgot." Well, the same thing happens with your beliefs about politics, about religion, and about life.

Ray: It's true. I've been saying for quite some time now, marketing is not something we do to people, it's something we do for people.

Seth: Right, and we're all like, "Hey, you did it. You came up with that."

Ray: That's ingenious, right?

Seth: That's ingenious.

Ray: Except, I didn't come up with this.

Seth: You just found out.

Ray: I just found out, because I'm reading Zig Ziggler. I was watching one of his old seminars and he said it about sales, not about marketing. I'm like, "Dang it." Zig came up with that.

Seth: I hope some people find that disconcerting, that some of their most cherished beliefs could come to them not through their own choosing, but subconsciously just by being inundated by them throughout their lives. That should be disconcerting to you.

Ray: Just think about, what if one of your core beliefs came from watching Super Friends as a child?

Seth: Right. What if your inclination towards one political party or the other, actually comes from some emotional, or idea that you picked up when you were 10, and you just can't remember the specifics.

Ray: All we're saying is think it through.

Seth: Think through your ideas.

Ray: Here's the five steps. When you notice the emotions, the feelings that alert you to internal conflicts. Those feelings of condemnation, of anger, of depression-

Seth: Even guilt.



Ray: - any of those feelings. Step two, is trace your thoughts backwards. What were you just thinking about, and what were you thinking about before that. If you trace them backwards diligently enough, you'll find the two conflicting ideas.

Seth: Right. You'll find the landmine you stepped on.

Ray: It's usually some kind of trigger. Step three, is to resolve the -- or what do I mean by trigger? Something, there's some external phrase, or words, or environment, or smell, or person, or idea, that triggers those emotions in you. It's not magic, it's not voodoo, it's just because we tend to -

Seth: Have an association.

Ray: It's like when you smell a certain scent.

Seth: It takes you back.

Ray: It takes you back, it smells like cookies at your grandma's house. That's why when you go and look at a house for sale by the way -

Seth: They always have something baking -

Ray: - they always have something baking in the oven, to make you feel at home. Once you've identified the conflicting idea, step three is you resolve the conflict.

Seth: What?

Ray: Check your premises. It's so easy to do. All you have to do is think about the two ideas and decide which one is right.

Seth: [laughs]

Ray: Simple.

Seth: Except for when you're forced to hold one of your most cherished ideas against another idea.

Ray: Which is actually true.

Seth: Which is actually true, and you realize that your cherished idea might not be true. People just refuse to actually ever ask that question, and those people are the mindless people.

Ray: What do we call that when we're not acknowledging reality?

Seth: Call that evasion.

Ray: Evasion? Okay, so step four, let's assume you're not evading the reality of the situation.

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Seth: Let me just put this out there, evading reality never helps you, never ever.

Ray: Nope.

Seth: In the long run, in the totality of your life, it never helps you.

Ray: So, face reality with your eyes wide open, like a cling-on.

Seth: That's right. Kaplaa.

Ray: See what I did there? Face reality, cling on?

Seth: Yes, I like that. Kaplaa, worthless tag.

[laughter]

Ray: Step four. Now that you've resolved the conflict with honor, establish a new thought that is not in conflict -

Seth: With reality.

Ray: - with reality. This is a decision you have to make. You have to reason through it and realize, "Okay, this is the correct view in the situation."

Seth: This is the problem, it's where we get bad ideas, is because in reality, there are no contradictions, but in human ideas, there are. You can create logical fallacies in your ideas.

Ray: This is just turning into the whole episode.

Seth: It is. If your ideas, your abstractions, which are being able to abstract away from reality is one of the things that makes us brilliant, and allows us to go to the moon and do things like that. But, it's also where a/c creep in. If your ideas don't cooperate with reality, or can't be grounded, can't be traced back to reality, then they're probably erroneous, and should be rejected.

Rev: That's a heavy revvy right there.

Seth: Yes.

Ray: I'll be curious to hear your reaction to this. There's a saying, it's very popular in the new age world. I don't know where it originated from. In some book, in some-

Seth: Probably Plato.

Ray: Thoughts are things.

Seth: Oh.



Ray: Thoughts are things. This is a very popular phrase that is repeated by self-help gurus, and even potential teachers. Thoughts are things.

Seth: I think I know what that means, but explain it to me.

Ray: They're saying that your thoughts are actual physical things that you can direct to change the reality of your life. It's the basis of the movie, *The Secret*.

Seth: No, I don't agree with that.

Ray: It's using your mind with no intermediary -

Seth: No intermediary.

Ray: No mechanism that your mind is driving to make things happen.

Seth: No cause and effect.

Ray: Like your body. It's just using your mind to change reality.

Seth: You can't do that.

Ray: What?

Seth: You can't do that. I know people like who want to. There are so many testimonies. If I think about a Ferrari enough, one just shows up. Well, when you fall, if you think about gravity not accelerating you towards the ground hard enough, does that save you?

Ray: Not so far.

Seth: Okay, what about when you're hungry? Does directing your mind alone towards wanting food bring you food?

Ray: No. Directing my body towards McDonald's brings me food.

Seth: Right. So -

Ray: Not that I ever eat at McDonald's.

Seth: This whole idea -- I mean, this is turning into the episode. You just brought up the primacy of consciousness versus the primacy of reality, that's what you did.

Ray: My bad. It depends on how you want this episode to go. [laughs] It's already going. There is a question that's on the minds of many listeners right now though.

Seth: What?

Ray: I don't know what has this got to do with marketing or business, or -



Seth: Well, I can tell you exactly what it does. Because if you have a bunch of contradictory ideas and bad ideas, you're going to be a very unhappy and un -- You're going to be a less productive human being. Your business is going to suffer, your relationships are going to suffer, because you have this fog of disconnected contradictory ideas guiding your life.

Ray: Okay, now that sounds reasonable. Let's think this through if you have a business that's not doing well.

Seth: All right. Yes. You're thinking, "I don't know what to do." I've worked hard. I've put in a lot of effort, I'm a good person.

Seth: I'm a good person.

Ray: I treat my customers good.

Seth: I gave monies to charities. I've even thought about making my business a nonprofit.

Ray: How come I'm not succeeding?

Seth: I don't know if we can do this.

Ray: We made a promise about what the episode was about, we should probably get back on track with that, or not.

Seth: Or not.

Ray: Step four; establish a new thought that is not in conflict. Here's what we did, there's a cartoon from *The New Yorker*. There's two scientist standing at a chalkboard. It's filled with equations and the equations are spelling out like the secrets of the universe. The middle chalkboard says then a miracle occurs and one scientist says to the other one, I think you need to be more specific in step two.

Seth: [laughs]

Ray: For us, it was Step three resolve the conflict. Step four establish a new thought that is not in conflict. A miracle occurrence.

Seth: A miracle occurs. [Laughs]

Ray: Then after you do that, step five you reinforce the trigger that caused the old thought pattern to fire off and you make it into a new trigger that fires off a new thought pattern.

Seth: There you go. Yes that miracle occurred there's a lot going on there. It's not really a miracle. No, there's actually a science to it.



Ray: Any sufficiently advanced science appears to be a miracle to a sufficiently non advanced civilization.

Seth: Right, is it? That's like pretty close. It's somewhat of a paraphrase.

Ray: Yes, but it's close.

Seth: It's close.

Ray: As I'm off. If this is interesting to you, give us some feedback let us know.

Seth: I find this rambling interesting.

Ray: We'll do a whole episode on this subject. Although be careful what you ask for

Seth: Be careful what you ask for. [Laughs]

Ray: If it's not interesting to you then just send a message that says stop or something like that.

Seth: Well

Ray: I don't know if they will but

Seth: They probably would do that anyway.

Ray: Yes it's true, many of them do.

Voice Over: Now, simple hacks can make life cheaper, easier, and faster. Ray's tip of the week.

Ray: Tip of the week is going to make a lot more-- I know we're shifting gears now in a big way, but we realized that we were just digging a deep hole.

Seth: Deep philosophical.

Ray: As Will Durant once said, the first thing you do when you find yourself in a hole.

Seth: Stop digging. Sometimes you need someone to take your shovel away because you just don't know.

Ray: Okay in keeping with the theme of today's episode, how to reinvent your business, your income in your life. It really is about that.

Seth: [laughs]

Ray: Really it is. Today's the day that Jeff Walker opens up the store. You can enroll in Product Launch Formula.



Seth: PLF.

Ray: PLF. We're big believers in PLF as an approach. We're going to talk some about that in a few moments. But the tip of the week is you can get about \$20,000 in coaching and training from me and our company for free when you sign up for PLF through the link on the show notes page rayedwards.com/PLF

Seth: Through our affiliate link.

Ray: Through our affiliate link. We get a commission; it doesn't change your price. If you were able to buy it without as getting a commission, you'd still pay the same price.

Seth: However, the only way to get our bonus package -

Ray: Is by going through our affiliate link which is rayedwards.com/PLF. It's only available for a limited time for a few days until Thursday the 14th of September.

Seth: Thursday the 14th.

Ray: You can't come back to us six months from now and say I was listening to your podcast and I somehow managed to buy PLF and now I want your bonus package, it doesn't exist anymore. Don't do that

Seth: Don't do that

Ray: Expires Thursday. If you want the \$20,000 worth of free stuff from us, go to rayedwards.com/PLF. Anyway if you don't want the stuff, go watch those videos because-

Seth: No one will watch

Ray: -you'll learn a lot. You can learn a lot from the content you can also learn a lot by observing what's being done. Let those who have eyes and ears-

Seth: Hear

Ray: -And see

Voice Over: And now, our feature presentation.

Ray: Okay. Feature presentation, how to reinvent your business your income in your life. Guess what this is about. Let's pretend that you know

Seth: At this point, I'd guess it's about philosophy.

Ray: Well, it's about a philosophy of doing business. Let's pretend you won the New Life lottery. We started off talking about what if you won the lottery, what would be the first things you would do. Even if you're an entrepreneur. Most entrepreneurs

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would, if they told the truth, if they won the lottery, they would just get rid of their business. Because they feel trapped by the business they go to work in their business for the same reason that people go to work at a job, to pay the bills.

Seth: To pay the bills.

Ray: They work just hard enough to not go out of business. We know, we talked to a lot of entrepreneurs. We see the evidence of what's happening in their world. Most of them are not expanding, trying new exciting things.

Seth: No, and quite often, they're watching the pennies.

Ray: Yes, so let's pretend you won the new life lottery. You can have a new life and I think you got to start in reverse order. I said reinvent your business, your income, and your life. I said that to get your attention because the first thing you need to do is decide what you want your life to look like.

Seth: Right.

Ray: Seriously, what is it about what you're doing today that you don't like? Look, you don't have to tell anybody else, it's just us here. Get your journal out and write down what is the stuff that you do right now that you don't like.

Seth: Some people are writing down everything.

Ryan: All of it?

Seth: All of it.

Ray: Except for listening to Ray Edwards and Seth Edwards?

Seth: Yes.

Ray: I love that.

Seth: - because I love having my world view pummelled.

Ray: Every week.

Seth: Week. Yes.

Ray: Just one week guys, could you just let me live with my comfortable illusions?

Seth: And see evasions. The thing is, the gloves on you aren't really coming off.
[laughs]

Ray: No, believe it or not, we're taking it easy on you.

Seth: [laughs]

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Ray: I sometimes wonder some of our friends who tell us how much they love our podcast. Every week I wonder, Do you still?

Ray: - "Oh, I love your podcast, it's great." I wonder if they still do. I haven't heard from them for a while. Maybe they actually listened.

Seth: [laughs]

Ray: I don't know. Just me thinking. What kind of life would you like? I want you to get specific. This is just you. It's not between you and me or you and Seth, this is private. What do you want? Be honest with yourself. If you're not going to be honest with anybody else, at least be honest with yourself.

Seth: The least you can do for yourself.

Ray: This means you got to ask yourself-

Seth: Literally, it's the least thing you can do for yourself is to be honest.

Ray: - so do the least thing you can do for yourself and that'll lead to you realizing, "I could do other things for myself." That would maybe feel better than what I've been doing. Would you be in the same business? Would you be doing it the same way? Would you have the same customers? Would you be in the same relationships? Do you feel that you need to change any of that? If you had absolute total freedom. Let's take all the limitations off. You have absolutely total freedom with no repercussions.

Seth: If you were Q?

Ray: If you were Q and you could just change the gravitational concept of the universe-

Seth: Right, with a snap.

Ray: - of the fingers.

Seth: It's also that noise because snapping is going to be the shoop.

Ray: That's the sound of the universe makes.

Seth: That's the sound the universe makes when the Q manipulates it.

Ray: What would you change? This is a secret that only you know. Then ask yourself this question, why am I not living that life now? What is stopping me? Whatever your answers are, I will offer a theory that is BS. If you wish you may make those letters stand for belief system.

Seth: That is belief system.



Ray: Ask yourself, if you say, "Well, what I would really do is instead of being a medical doctor, I would paint. But I can't do that because I spent 12 years going to school and I got hundreds of thousands of dollars invested in my educational loans or my practice. People are depending on me for jobs.-

Seth: Right, "My family is dependent on me to bring in the doctor paycheck."

Ray: - and if I tell them -- here's where you begin to find out what's really going on. If I tell them that I'm going to quit all this and go start painting. What will they think?

Seth: And down How will they respond?

Ryan: Oh, I could never do that. My wife, my husband would never be okay with that. That's out of the question. First of all-

Seth: You just let a bunch of other people make decisions for you.

Ray: - and secondly, you didn't allow them to speak for themselves.

Seth: No.

Ray: What if you went to your husband or your wife and you said, I know this is going to be hard, but I don't want to be a lawyer anymore. I hate my life except for you -

Seth: But even then, because I hate the rest of my life-

Ray: It's beginning to rub off.

Seth: - right. [laughs]

Ray: What I really like to do is sell the practice, buy a couple of motorcycles and tour the US. Painting. You might be surprised at their reaction because the reaction might be, "Well, thank god. You've been the most miserable SOB to live with I can imagine. About time you decided what you really want in life."

Seth: Or they may go, "Oh, dear god, that scares the hell out of me." and then you can have a really good honest maybe the first honest conversation you've had with your significant other in a long time. [laughs]

Ray: This business of changing your life, it takes some work.

Seth: Takes some work.

Ray: It takes some facing up to reality. The reality of what you really want. It's giving yourself permission to what you want without saying some excuses why.

Seth: So that I can help other people.



Ray: I want to become a painter because I feel like by doing that I'll be better able to fulfill my spiritual destiny--

Seth: Of helping other people.

Ray: Of helping other people. Not because it's what I want to do. I don't want to do it.

Seth: I don't want to because if I want to do it just for me, that would be wrong.

Ray: But if you want to do it to help other people, aren't you doing it for you because you the benefit of helping other people?

Seth: Shhhhh

Ray: Okay. Just thinking out loud.

Seth: I know altruism has lots of infinite regresses in it and contradictions but you know what? It's the idea we all like.

Ray: Well. Okay. So decide what kind of life you want. Just do that step. It's simple.

Seth: Magic. A miracle occurs. [laughs]

Ray: Easy-peasy lemon-squeezy. Now decide what kind of income you want. What kind of income would it take to support that lifestyle that you want? Now, you could go for the, "What's the least amount of money I could get by on?" Let's face it, you've been doing that for a long time now. How's that working for you? Not working. So decide what you really want. But if I'm not working really hard and hating my job, I don't deserve to make a lot of money. Really? You got to learn to disconnect the time and effort you put in to what you do to make money from the actual sum of money you make. Because if you don't--

Seth: You'll always be in a hamster wheel.

Ray: You're a wage slave.

Seth: Yes. Because it's not about the amount of labor that you necessarily put into it. It's the amount of value your labor produces. And if a small amount of labor produces a tremendous amount of value, there's nothing wrong with that.

Ray: And it's really interesting phenomenon that often, not always but often, the jobs that require the most amount of labor are the most easy to fill. Thus, less valuable in terms of dollars. Not meaning they're not important, not to denigrate anybody's work. Because if that's the work you do, if that's the work you enjoy, if that's the work that you're capable of doing, do it to the best of your ability. But don't get caught up in the idea that, "If I don't work really hard and long hours--"

Seth: "I don't deserve a paycheck."

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Ray: And that your pay is in direct proportion to the amount of hours that you work or the effort you put in. Not true.

Seth: No. It all has to do with the--

Ray: The value.

Seth: The value you rendered out of it.

Ray: Which may require a lot of work and effort. Or it may not. So decide what income you want and then decide what you want your business to look like and be about. Because, I'll guarantee you this, if you won that lottery and you didn't have to do anything, you would quickly become bored.

Seth: And you would want to do something.

Ray: And then you would be faced with all these questions anyway.

Seth: And then if you're go-getter and a doer, that something isn't going to be miniscule. You're still going to want to -

Ray: It's not going to be, "I'm going to plant a garden behind my cabin.

Seth: Right. No. It's going to be, "No, I want to do something. I want to renovate old homes into cool apartments." Or-- You know what I mean?

Ray: Or, "I want to get a yacht and travel the world and do travel photo vlog."

Seth: Right. I mean, it's ingrained in us. We are creative, productive people. And if we aren't creatively productive, our soul begins to die.

Ray: For Christians, there's this idea that work is part of the curse.

Seth: Right. That's just dumb.

Ray: It is dumb because--

Seth: I do not want to sit on a cloud singing worship songs for all of eternity.

Ray: Well, thank goodness that's nowhere in the Bible. That picture of heaven is not biblical.

Seth: [laughs] Whoa.

Ray: "Did you hear what he just said?"

Seth: "Did you hear?"

Ray: "Oh, man. We need to burn him at the stake."

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Seth: "We got to stop listening to him."

Ray: "He's not a Baptist."

Seth: "He's not an American."

Ray: "He's a communist." No. No. And no. I never officially resigned from the Baptist denomination. I guess I technically am still one.

Seth: You didn't?

Ray: No.

Seth: I've never affiliated.

Ray: I was raised in it.

Seth: I've never affiliated.

Ray: Southern Baptist.

Seth: Southern Baptist? Ice tea. Snake handlers?

Ray: No. That's Pentacostals. Them people's got problems.

Seth: [laughs] That's right. Baptists don't handle snakes.

Ray: We're more of a Bapticostal.

Seth: Oh, okay. Yes. They exist.

Ray: We hodpodged our denomination

Seth: But don't you have family members that at one point -

Ray: Yes.

Seth: - that were snake handlers?

Ray: Well, snake wranglers is more like -

Seth: Okay. Right. Yes. Yes. Wranglers.

Ray: They sold the snaked to the churches.

Seth: Right. [laughs]

Ray: It strikes me as a -- Funny the entrepreneurial gene runs deep in my family.

Seth: Yes. It does. [laughs]

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Ray: Because before that, they were moonshiners. I knew he was the hillbilly. I absolutely knew it.

Seth: That's awesome. Where are we?

Ray: Deciding what kind of business you want.

Seth: Yes. Do you want to be a moonshiner, snake wrangler?

Ray: We had some preachers thrown in there.

Seth: Yes.

Ray: Some legit, some not. The point is you're not going to want to sit around doing nothing. You want to do something productive. Work is not part of the curse.

Seth: No. What is part of the curse is working in all that is produced is thistles and thorns. That is a product for the curse.

Ray: In other words pain. Toil.

Seth: Meaning, you labor and you don't get the fruit of your labor. And that is a curse.

Ray: Yes. Think about that. Ponder that in your heart.

Seth: The true curse is not getting what you labored for.

Ray: But part of paradise, the way God created things to be was to be fruitful and multiply.

Seth: To yield the fruit of your labor.

Ray: To be productive.

Seth: Yes.

Ray: That's why you would sit around going, "I need to do something."

Seth: And that's why people who win the lottery who don't lose it in a month. They do that. Or how many retired people come out of retirement? Because we had this idea that, "Oh, paradise is not having to work." That's ridiculous. No one's happy not working. You might want brief stance of relaxation and vacation.

Ray: This idea of retirement is really a bureaucratic idea that was invented to replace replaceable drones in the working system. You're put in a training system that made you easy to control called public school, I'm not a conspiracy theorist, I'm just talking about what happened. It's self evident.



Seth: The ticket you got there, since you keep saying it.

Ray: Yes. Then after you're trained to be a good factory worker, that's what you did, you worked in a factory until you were not productive for the factory anymore and so they replaced you.

Seth: Right.

Ray: So to replace you they had to move you out. That payed for that with a pyramid scheme called the social security administration.

Seth: Right.

Ray: You're shaking your head because you're like, "Where have you gone with this episode?".

Seth: No, it's true. I'm just shaking my head because it's true. [laughs] And then where it comes up today societally, is that work is almost like a bad, unnecessary evil. And then when we're even talking about solving societal problems like poverty, people would say, "Well that's not fair, that's not nice. Everyone needs to work but let's not blame the victim."

Ray: Let's get some guns and take all the money from you rich people and give it to them.

Seth: Right, and give it to them. That's moral, right? People want -- it's in their DNA-

Ray: To be productive.

Seth: -to be productive.

Ray: To be useful.

Seth: Right.

Ray: To be valuable.

Seth: Right. To create value.

Ray: Now let's bring this home. I think I can land this plane.

Seth: Good. I hope so.

Ray: You decided what kind of life you really want, you haven't told anybody yet.

Seth: Otherwise we're going into orbit. Those are the two options.

Ray: Well, run out of fuel and crash into the ocean.



Seth: We can just keep talking.

Ray: That's true, we never run out of fuel. We just head the pause button, go over to ravel 77 and get some more caffeine.

Seth: On 57th [unintelligible 00:43:23] Washington 99223. Great coffee.

Ray: You can find us there often.

Seth: We recently discovered that they have savory breakfast hand pies.

Ray: Yes.

Seth: They're delicious.

Ray: You should try them. Landing the plane. You've decided what kind of a life you want. You decided what kind of a income you really want, you decided what kind of a business you really want. How do you reinvent all of this in a way that is the least disruptive as possible to the other people in your life that you don't want to maybe get rid off. But they don't understand.

Seth: They're not part of the remodel.

Ray: They don't get it, they don't get you but they rely on you to provide their sustenance, and you love them. But you don't have time to re-engineer their brains right now, you just need to get the job done, in terms of your business, your life, your income.

Seth: A lot of them don't care as long as the grocery still come home and their life styles don't have to change.

Ray: And the bills get paid.

Seth: Right.

Ray: They would be delighted we you came home one day and said, "Hey, by the way we make 10 times more money than we ever did, and all that stuff that you don't like that I used to do, I don't have to do that anymore. Now we can go and do fun stuff. Ride around the US on motorcycles and paint, while our business makes us money-

Seth: -while we sleep.

Ray: Yes. That is possible.

Seth: It is. We joke about the internet marketers, but that is the goal. You want leverage.



Ray: The secret about it is you have to be smart about how you do it. You can take the dumb things you did in other businesses and do them in internet marketing and they're still dumb. Surprise surprise. What's the smart way to do it? The fastest and easiest way I know of to reinvent the whole business income and lifestyle in one fell swoop or swell foop [laughs] is with a product launch. When Product Launch Formula originally came out, that was in 2005, believe it or not, I bought it. I was one of the first people to buy the product, and I saw this as an opportunity as a copywriter to distinguish myself as being the guy who wrote copy for product launches. So I did. I wrote copy for lots and lots of product launches.

Seth: Right.

Ray: I saw people make three, four-- I think the biggest launch I ever worked on was a five-million dollar launch. There were some people who did an eight-million dollar launch, and then they tried to redo it and it didn't work so well and they called me to fix the copy. But they never paid me anything. It was one of those deals, I was like, "Well, we're buddies. I'll help you out and we can work it out later." We didn't.

Seth: No.

Ray: But I forgive you. You know who you are.

Seth: Are you being serious?

Ray: I am. You know who you are and I do forgive you.

Seth: There you go. I mean, the check would still be nice.

Ray: Yes. I mean, I would accept it. Just saying. So, I wrote copy for all these launches and I saw all these people making millions and millions of dollars but there was a lesson I did not learn for a long time. The lesson was, I should do me one of them their product launches.

Seth: Instead of doing the work for everyone else's.

Ray: Because what I failed to figure out was they were buying me at wholesale and selling me at retail.

Seth: And I mean like quite the retail. Because if they are doing a five-million dollar launch, how much would you say you got paid for that launch? Or you don't want to say?

Ray: I'm kind of embarrassed to say. \$30,000.

Seth: Oh my God. [laughs] So let's-

Ray: Oh, you're going to do it, aren't you?

Seth: -Let's just see what the mark-up is on that, okay?

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Ray: All right.

Seth: That is a 16,000% increase.

Ray: They did well.

Seth: They did well. That's a 166-fold improvement.

Ray: It's like I was a corporate rock band and didn't realize how much I was making for the company.

Seth: Yes. So really what happened there is, if you want to think about it one way, is they put a dollar into the machine, and what came out was a 167.

Ray: Yes. Now, I do not hold that against them. That was smart.

Seth: Right. That was smart.

Ray: And I am the one who asked for the amount of money I asked for.

Seth: Right. And you were happy with it at the time.

Ray: I was delighted.

Seth: And for where you were in your business and life, it was great. It was exactly what you needed.

Ray: So they did nothing wrong. They did not take advantage of me. They did not shaft me or anything like that.

Seth: But it's just part of business. Realizing that as you grow and you want your business and your life to change, then you have to change how you do things.

Ray: So, in 2015, 10 years later--

Seth: 10 years.

Ray: --We did our first full-out, follow-the-directions product launch. And first time out of the gate was, I think about half a million?

Seth: Yes.

Ray: After the dust settled.

Seth: After the dust settled, yes.

Ray: Then that led to our first 12-month year where we made over a million dollars. The bulk of it came from product launches. We had other sources of revenue but that was the bulk. That was the bulk of our list growth, which was humongous. Do



you want to know the fast way to grow a list? Do a product launch. Now, as part of an overall strategic approach to business, it's not the only thing you do. But if you want the fastest way to reinvent your business, your income and your life, imagine you came home after a few weeks of working really hard, putting in the effort, this is something you have to work hard at, but you come home and you tell your spouse or people that you live with or people who depend on you, whoever. You say, "Guess what? Last month we made \$10,000. Today we just made \$800,000." I think they will go along with whatever you want to do.

Seth: Yes. I don't think they'll be too upset.

Ray: They'll be like, "Whatever that thing is you want to do with your life, if it pays like this, go for it, honey."

Seth: Even if it's baby bloom. [laughs]

Ray: So, you may be asking, "How do I do this? How do I get in on this action?"

Seth: Well, go back to the tip of the week.

Ray: Yes. You want to get Product Launch Formula from Jeff Walker. And hey, you may or may not get it through our link. I would say it doesn't matter to me but it does. I want you to get it through our link. We make a commission.

Seth: We do like to make money and we feel like letting you know about PLF, and that we like it and endorse it and use it, is a value to you because you may trust us or not. So by buying through our link, you're exchanging value with us for letting you know, for letting us have a piece of the sale.

Ray: I feel like I've put a lot of on the table here, because I've told you things that I haven't told before ever in public.

Seth: Really?

Ray: Like that story about the \$30,000 -

Seth: Oh really?

Ray: Yes. You know, it happened. And it may serve you to know that. I think it would be cool if you'd bought through our link at rayedwards.com/plf. That link is only good this week, the week of September the 11-14th.

Seth: 15th. The car closes on the 14th, but the week ends--

Ray: After this-- If you listen to this podcast in the future--

Seth: That link won't work.



Ray: That link won't work, and our bonus won't be available anymore. You've got to do it this week. So, there you go.

Seth: If you've found the show helpful, I'm impressed.

Ray: Found it confusing, that's about what I expect.

Seth: I'm not surprised. [laughter] Either way, we'd love for you to subscribe, through the Apple podcast directory, if you want to get more of this. Not quite sure who that is, but I know you're out there. Let us know. Let us know. And please leave a review. Yes, go ahead. We want you to leave a review. I was about to say, only if it was a positive review but no, leave a review.

Ray: I want mostly positive reviews, but the fact is, the funniest ones are the negative ones.

Seth: Yes. We want honest reviews.

Ray: We have gotten a couple of feedbacks that were negative, that I was like, "Huh. That's a good point." Not very many.

Seth: No. We actually-- We take good criticism, but fair point, very well. Usually people aren't very good giving good criticism. They have to put a little torpedo on there.

Ray: Usually it goes from, "I don't agree with you." to "You're ugly!"

Seth: Yes. Right.

Ray: "You're stupid."

Seth: So seriously, subscribe to the Apple podcast directory, leave a review, and we'll mention you at some point. If you want the transcript and the notes, please go to rayedwards.com/301 and don't forget to sign up for PLF at rayedwards.com/plf. How do you want to wrap this up?

Ray: With a quote worth note. "The massive men lead lives of quiet contradictions."

Seth: You know, it's quiet externally.

Ray: But internally, it's a storm. Queue the wind.

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Speaker 4: [unintelligible 00:52:36] We bring you a message of prosperity, with purpose and freedom, remembering that true freedom is available to all, through Jesus Christ.

[00:52:49] [END OF AUDIO]