



RAY EDWARDS

LIVE WITH JOY. LEAD WITH PASSION. PROSPER WITH PURPOSE.

The 5 Profit Poachers That Murder Your Business EPISODE #180

Ray Edwards: Ray Edwards Show, episode 180.

Sean Edwards: Welcome, welcome, welcome.

Ray Edwards: No. Try it again.

Sean Edwards: Welcome, welcome, welcome.

Ray Edwards: No. One more time.

Sean Edwards: Welcome, welcome, welcome.

Ray Edwards: Good grief, just do it.

Sean Edwards: Welcome to the Ray Edwards Show. I am your host Sean Edwards. Today show is entitled the five profit poachers that are murdering your business and we'll tell you how to stop them. Plus we'll answer the question, did Ananias and Sapphira actually have it right when it came to their money?

Ray Edwards: What?

Sean Edwards: That's preposterous.

Ray Edwards: I sound surprised but I wrote it.

Sean Edwards: Yeah, I know but it's preposterous. It's crazy.

Ray Edwards: But it's true I think.

Sean Edwards: You think.

Ray Edwards: Well, we'll find out.

Sean Edwards: Yes. You'd be the judge.

Ray Edwards: Yes.

Sean Edwards: You'd be the judge. Then we have a good tip for the day.

Ray Edwards: Yeah, I don't know if you've ever had this problem that your laptop battery doesn't seem to last as long as you think it should, or like you have a new computer and you think, "Man, my laptop battery should last longer than this but it's not."

Sean Edwards: Right.

Ray Edwards: There's a way to fix it. There is an app for that.

Sean Edwards: There's an app for that.

Ray Edwards: Yes.

Sean Edwards: There's an app for that.

Ray Edwards: There's an app ... Your computer needs an app, that's what we're saying.

Sean Edwards: That's what we're saying. That's the tip.

Ray Edwards: We've got an interview that I'm excited about.

Sean Edwards: Yeah, by Paul Evans.

Ray Edwards: What do you think of Paul when you met Paul for the first time?

Sean Edwards: He's fiery.

Ray Edwards: He is.

Sean Edwards: He is a little ball of energy.

Ray Edwards: You cannot be asleep around him.

Sean Edwards: No, no.

Ray Edwards: You cannot be ...

Sean Edwards: He raises the energy in the room.

Ray Edwards: Distracted or bored around.

Sean Edwards: He's better than coffee.

Ray Edwards: Yeah, he is. Paul, if you're listening, that's saying a lot. Sean is saying you're better than coffee. You pretty much been elevated to almost a worship status, almost.

Sean Edwards: That says more about us than it does about you, though.

Ray Edwards: Yeah, that's true.

Sean Edwards: Then it looks like we change the format again.

Ray Edwards: Yeah. What's up with that?

Sean Edwards: What's up with that?

Ray Edwards: Ooh wee. What's up with that?

Sean Edwards: Saturday Night Live look it up on YouTube.

Ray Edwards: Yeah.

Sean Edwards: Here's the deal, we were gone for what was going to be a three-week vacation and turn into a two-week vacation for some of us and a three-week vacation for the rest of us.

Ray Edwards: Yes, there's no need to go in all of that.

Sean Edwards: No.

Ray Edwards: The thing is we did like six or seven episodes in advance and they got shorter and shorter. In fact I think as we finish the last one you said something like ...

Sean Edwards: That one is only like 16 minutes long.

Ray Edwards: I was like, "Man, that's fine," and then people started to message us and e-mail us and I got a text message from my friend, Cliff Ravenscraft, and he just quoted the time, the length of the episode and so I realized, "Oh, maybe we should go back to doing like full-length episodes now." That's why we change the format again. We do welcome your feedback. We're just adjusting. Here's the point, we want to make this the most valuable, helpful podcast that we possibly can for you. Just let us know, you can contact us through social media @RayEdwards on Twitter or facebook.com/rayedwards if you want to contact us on facebook or you can just leave a comment on

the blog by going to rayedwards.com/180 because this is episode number.

Sean Edwards: 180.

Ray Edwards: How about that? Okay, so my preposterous proposal to you is that Ananias and Sapphira actually had it right. If you remember the story in the Book of Acts then you know that I'm saying something that sounds ridiculous. It's not that you've been taught. If you don't remember the story I'd give it to you really quick, it's after Jesus has risen from the dead and ascended into heaven and the early apostles are building the church in the city of Jerusalem and they're growing like crazy and they're living together basically sharing their possessions and helping one another out and really being true to the spirit of the day and the spirit of the Lord. One of the things that happened was people were selling their property and giving the money to the apostles so they can use it to distribute it to the poor. Just FYI, this is not a prescriptive of how we should be doing things today. We are not supposed to be communist.

Sean Edwards: You're not promoting a Christian communist agenda here.

Ray Edwards: No, I'm not. There is no such thing as Christian communist agenda. Not a real one anyway. What happened was Ananias and Sapphira have some land and they sold it, and they took part of the money to the apostles and said, "Here's the money we got from the field," and they said, it's all the money we got, but that wasn't true. Peter has them brought and ask them separately, is this all the money you got from the field? Now I notice he gave him a choice to tell the truth. He gave him a chance, an opportunity and they both said, "Yeah, it's all the money we got. We got nothing else left over." He said, "Well, you have lied not to me but to the Holy Spirit," and so the sentence is you're going to die, and they were struck dead.

The most bizarre story I think in the New Testament, the most puzzling, the most troubling story in the New Testament. Except I have a theory, it's only a theory. It's a sidebar, this is what I actually trying to point, actually trying to make. My theory is that Peter was so filled with the authority of being an apostle of Jesus Christ that he spoke something and it actually happen. I don't think this was necessarily God's judgment on Ananias and Sapphira, so that's one possible explanation that Peter just had the power and he used it maybe not correctly, or another possible explanation of why this happened that has been proposed I think sounds reasonable as we were in an what you might call an intertestamentary period. Where we're making a transition between two covenants, the old covenant and the new covenant.

Everything has not been sealed up yet because the temple and the system of temple worship has not been put to an end yet. It was, just as Jesus predicted it would be shortly thereafter. Some of you right now your eyes are glazed over, you're like, "What in the name of all that is holy is he talking about?" Just set that aside for the moment. Here's my point and here's why I'm saying that Ananias and Sapphira had it right. What Peter said to them was, "Didn't this land belong to you before you sold it? And wasn't it yours to do with what you wanted?" The answer is yes, it was theirs before they sold it and it was theirs to do with what they wanted just like your money and your possessions are yours to do with what you want.

The point was not that they should have given all the money to the church, the point was they lied about it and I think there's a deeper point and that is that they had idolized money over truth. I think Ananias and Sapphira had it partially right. They wanted to keep their money and they have the right to keep their money, what they did not have the right to do was to try to lie to the apostles, to their brothers and sisters and to themselves and to the Holy Spirit. Here's the tip, you can't lie to the Holy Spirit. He knows everything. He knows. You're not going to spring a surprise on him. There's two ways to look at the story and you can look at it through the lens of what they got right, that until the property was theirs to do with what they wished or what they got wrong and that is that they lied to the spirit of God.

The lessons that we learn I think there are five lessons to take from the story for us today. Number one, it is not wrong to have possessions. Number two, it is not wrong to keep and enjoy part of or all of those possessions. Yes, I said all of them. Just chew on that. If you have questions let me know. Number three, it is good to give generously. Number four, it is good to give to the work of the ministry, and number five, it is however very very very bad to lie about the nature of what you're giving and what you're keeping, because that involves all kinds of sin. I know some of you are flipped out now because I'm always talking about grace and now you're saying, "Ray, you always talk about grace." There is my friend still such a thing as sin.

we still do it. It's not good. We should endeavor not to do it, but this is clearly a sin so you should probably not do it. The real issue in this whole story as always is one of the heart, this couple, Ananias and Sapphira, their heart was so enslaved by the worship of their property that they thought it was worth lying to God about, that put the God of their property. Above and before the God of their salvation. They were worshiping a false god. It's okay for you to have money and it's

okay for you to have possession. It is not okay for money and possessions to have you.

Is your laptop battery ever run down on you?

Sean Edwards: Sometimes.

Ray Edwards: Does it ever feel to you like my laptop battery should last longer than it does?

Sean Edwards: Yes.

Ray Edwards: Do you think, "Apple, why can't you make a better laptop battery?"

Sean Edwards: I do, I often think that.

Ray Edwards: Well, I can answer that question, why they don't make a better laptop battery, maybe it's so they can sell more laptops.

Sean Edwards: There's you go.

Ray Edwards: I know there is an app that will help you with this problem because if you do a little research on the web you'll find various and contradictory advice about how to prolong the life of your laptop battery. You will find those people who are in the discharge-it-completely camp. They say every time you should run your laptop battery down to zero and let it just go dark and then and only then recharge it. Then there are those who say, "That's baloney, you don't have to do that at all. Just leave your laptop plug it all the time." Neither of those extremist camps are correct, which is often the case. How do you know how you're giving the best chance for your laptop battery and the longevity of the battery to last? How long it will hold a charge for you? Well let me ask a question, is your computer plugged in right now?

Leaving your laptop plugged in may be convenient. I used to do it all the time, literally all the time, but it's the quickest way to kill the battery. The problem is how to know the best discharge and charge cycle. How often should you totally discharge the battery and how often should you recharge it to give it the best lasting time and the best overall lifetime for the battery. You need battery power sometimes because you don't have access to an outlet and you need a battery to last as long as possible, so what do you do? You get this little app called Fruit Juice. Silly name but I guess they couldn't call it Apple Juice because they probably would have gotten sued. Plus, I don't know, it just sounds silly, doesn't it?

Sean Edwards: Yeah.

Ray Edwards: I'm going to get some Apple Juice for my computer. Fruit Juice calculates the optimal minimum time you should be running on battery power each day based on the way you actually use your laptop. It will even notify you when you've reached your daily target so Fruit Juice is running all the time. It runs in the taskbar and it keeps detailed information about how you use your computer, your actual usage information they use that to make accurate battery usage recommendation so it will tell you you need to plug unplug your laptop and go through a deep recharge cycles. Run the battery all the way out or down to 20% is actually what they do and then you recharge and it puts new life in your battery.

You can see as little of a week of your usage or as much as a years as you look back over the history of it. You don't have to think about it. It will pop up and give you a message when it's time to unplug or plug back in and I love this little app and I believe, I can't prove this, but I believe that my battery life is better. Maybe it's the placebo effect. Can you have a placebo effect on your computer?

Sean Edwards: Yes, it's called the Sugar Pill app.

Ray Edwards: Sugar Pill app. There's an app for that.

Sean Edwards: Yeah, there's an app for that.

Ray Edwards: Oh, boy. Fruit Juice, there's a link in the show notes, if you go to rayedwards.com/180 for episode 180, you can find a link to the Fruit Juice app.

All right, Sean, what is our feature presentation?

Sean Edwards: The top five profit poachers and how to stop them from murdering your own business.

Ray Edwards: If you operate any kind of business and I presume you do or you wouldn't be listening to this show, you probably realize at times that you're not as productive as you would like to be.

Sean Edwards: My name is Inigo Montoya. You killed my business. Prepare to die.

Ray Edwards: Now I should throw down my sword and run away, right?

Sean Edwards: Yes.

Ray Edwards: One my favorite movies of all time. There are these profit poachers that are out to kill your business and if you want to be as productive and profitable as possible you've got to avoid all five of these and you in fact need to do the thing that will cure you of these five profit poachers. Let's start with the first of the profit poachers which is the failure to understand your customer. You might right now be saying, "But, Ray ..."

Sean Edwards: But, Ray ...

Ray Edwards: ... I do understand my customer.

Sean Edwards: I do understand my customer.

Ray Edwards: I am my customer.

Sean Edwards: I am my customer.

Ray Edwards: I am my market.

Sean Edwards: I am my market.

Ray Edwards: This is freaking me out.

Sean Edwards: This is freaking me out.

Ray Edwards: No, you can stop that now.

Sean Edwards: Okay. That was the thing.

Ray Edwards: It was a thing for a moment. Just for one moment in time. Here's the thing, you are not your market. Even though you may have created your product or service because you have the problem that you're trying to solve for your market, you are not your customer. The fact that you have created a product or a service and you are selling it on the internet makes you weird. You are different from your customer. They're not doing the same things that you're doing so they're not thinking about it in the same way and the longer we've been in business the further away from this reality we get. We think we know what the customer wants but we don't.

We think that we know what they're thinking but we don't, and we make decisions based on our intuition and our opinions which are different with the decisions our customers which we would make and we even get good at telling stories about why our customer is wrong when they call us or e-mail us and say, "That thing you're doing is stupid. Stop doing it," and we just ignore them and we think they're

not really grasping the genius that you've been gifted with. Now how do I know this? I've heard stories from other people. I was watching something on XFINITY On Demand. Okay, I was catching up on episodes of The Flash. All right. They have this thing they do where they force you to watch the commercials on the on demand version the program.

I mean you can fast forward through the program itself but you cannot fast forward through the ads. You have to watch them. The only thing you can do is mute them so you don't have to listen to them, but you have to sit there for the two or three minutes that it takes and then if they're promoting a movie like they were when we're watching this episode, it's like a four-minute thing for a movie you know is going to fail. Otherwise why would they have bought a four-minute ad for it. Anyway, I digress. Do you think that forcing me to watch those ads makes me more likely to buy those products?

Sean Edwards: No, and another thing they do which I do not understand is I don't know if it's a glitch in their system or if they just don't have enough ad sold but they will run the same ad like five times back to back. I mean I'm not talking about in different commercial breaks. I mean, in the same break back to back. What's up with that? That is not understanding your customer.

Ray Edwards: That is not understanding your customer and that is in fact hurting their other customer which is their ad client.

Sean Edwards: Ts that makes me hate both Comcast and whatever they're promoting?

Ray Edwards: Yes. I'm not going to name products by name that they're promoting because I think they'd simply been misinformed these advertisers. Comcast has told them and sold them a story about how great it is, they have to watch your ad, we have a captive audience. Now here's what happens in case you're buying ads on the Comcast On Demand system. Here's what happens when I see your ad. I mute it and I purposely make note to never buy that product because you're trying to force feed me your commercial. Now as Comcast receive feedback about this policy of theirs.

Sean Edwards: I know they have.

Ray Edwards: I know they have too. That's interesting that we both know that. We didn't discussed it before.

Sean Edwards: No.

Ray Edwards: They've definitely receive feedback. Have they changed the policy?

Sean Edwards: No.

Ray Edwards: No, they have not. That is failing to understand your customer, so don't do that. That's a bad thing. That's profit poacher number one. The solution to that is understand your customer. Get to know them. Listen to what they have to say and pay attention to it. It doesn't mean that everything that every customer says is right. I mean, clearly sometimes there are crazy customers who just have unrealistic expectations like, will you come over to my house and sit down at my kitchen table and write my sales copy for me if I make you breakfast?

Sean Edwards: No.

Ray Edwards: That's not going to happen.

Sean Edwards: Well, it depends on the breakfast.

Ray Edwards: I guess it depends on the customer.

Sean Edwards: Right.

Ray Edwards: If it was George Clooney, I'd be there.

Sean Edwards: Yeah, Harrison Ford.

Ray Edwards: What are we working on, guys?

Sean Edwards: Yeah.

Ray Edwards: Okay, so you make a good point. Listen to your customers. That's my point I'm trying to make, it's the first of the profit poachers.

Sean Edwards: Okay, so what's the second poacher?

Ray Edwards: The second profit poacher is failure to make a real difference for customers. You know sometimes it's like we think because we're in business and because we're selling something people should buy it. Now think about that. That's ridiculous. There are plenty of products and services that you don't buy. Why don't you buy them? because you don't know about them, you don't care about them, you don't have that problem, you're not aware you have that problem, you're not interested in solving that problem, the problem doesn't hurt enough for you to want to solve it. I mean, I never knew how desperately I need better shaving equipment until I saw the Dollar

Shave Club ads and then I realized I really had a desperate need for the Dollar Shave Club. Look them up dollarshaveclub.com.

The failure to make a real difference for customers. You need to solve a real felt problem for a specific group of people with money to spend on the problem who are willing to spend money. Every part of that equation is important. It has to be a real need. It has to be felt like if you're talking to a smoker and they're enjoying a nice cigarette. Let's say a Marlboro. "Hmm, Marlboro." It's been since 1988, January 1 since I've had a Marlboro but even the thought of it now makes me want one but I won't. If you're talking to a smoker who doesn't want to quit and you're talking to them about how they can quit.

That's a real need they have, they need to quit so they don't get lung cancer and die a horrible disgusting death, but if they don't feel that need like they take a deep breath in their cigarette and they say, "It's not hurting me. I've been smoking for five years. My grandfather smoked until he was 90 and he died sitting in his rocking chair, sipping on Bourbon with a cigarette in his mouth and a smile in his face so why should I worry about this?" That person doesn't feel the need for your solution to help them stop smoking, so it has to be a real need, it has to be a felt need and a problem for a specific group of people. Why would that be important do you think? I don't know, Dad, why would that be important. Well, maybe it's easier to find them and talk to them such as if you're running ads on Facebook. We love Facebook. I know people give Zuck a hard time but they should leave them alone.

Sean Edwards: We're on a first name ...

Ray Edwards: We're on a shortened last name.

Sean Edwards: Yeah, shortened nick name terms with Zuck. I call him Zucky.

Ray Edwards: I don't feel that comfortable yet in my relationship ...

Sean Edwards: Well, at least you haven't gotten there.

Ray Edwards: ... with Zuck. He has created something amazing with his team of people and Facebook advertising is remarkable, one of the great opportunities for the modern entrepreneur. It lets you find and talk to specific groups of people who are interested in what you have to sell. Now there's another two key components. These people need to have money. Why do you think that's important?

Sean Edwards: Because people who don't have money won't buy from you.

Ray Edwards: Yes.

Sean Edwards: Yeah, it's a simple thing ...

Ray Edwards: That's correct.

Sean Edwards: ... but it's amazing how often it gets neglected by entrepreneurs.

Ray Edwards: Who sell things or try to sell things to people who ...

Sean Edwards: Don't have money.

Ray Edwards: That's not going to work out so well for you.

Sean Edwards: Like, but there's no competition in this market because I can break into it. Yeah.

Ray Edwards: That's what you have to do if you want anything, you have to break in.

Sean Edwards: Yeah, you have to break in.

Ray Edwards: It's time for little BNE. That's a different business. We don't teach that business on the show.

Sean Edwards: No.

Ray Edwards: The other part of it is they have to be willing to spend the money. It's not just if they have money it's that they're willing to spend money. People are strange creatures. I know people who have lots of money, who have no money problems, who refused to put money in a parking meter. it's not because they can't afford it, it's not because they don't need a place to park, it's not because they don't have money, it's because something inside of them rebels the idea of having to pay to park. They're not willing to spend the money. Failure to make a real difference for customers means that you're missing one of these criteria. You're not solving a real felt problem or need for a specific group of people with money and the willingness to spend that money, and the solution is do the opposite of everything I just said.

Solve a real problem that people feel for a specific group of people with money, who are willing to spend money on the problem. How do you know they're willing to spend money? What are some ways? Let's think together. Let us reason together.

Sean Edwards: Let us reason together. They've spent money before.

Ray Edwards: That's it, because what we know about people who spend money.

Sean Edwards: They spend money.

Ray Edwards: Exactly. That's the kind of people you want to do business with. The more money the better. That's number two.

Sean Edwards: Moving right along. Who's the tres poacher?

Ray Edwards: The tres poacher is failure to use Direct Response Marketing. Direct Response Marketing. Okay, this is going to blow your mind. Are you ready?

Sean Edwards: I'm ready.

Ray Edwards: Mind about to be blown, here we go. Direct Response Marketing is the kind of marketing where you ask for a direct response.

Sean Edwards: What? That's just a complicated name. Why would they call that that? It doesn't make any sense.

Ray Edwards: They couldn't think of anything better apparently. Maybe you're trying to make it sound fancier than it is. They could have gone further they could have called it Dynamic Response Marketing. Wait a minute. One of my buddies calls it that. Never mind. Direct Response Marketing. You're just asking them to do something, to fill out a form, join your e-mail newsletter, buy your product, click the button That says add to cart. You're asking for a direct response. Schedule a strategy session, call your office. You're asking them to do something. I don't know why this is so hard for people to understand and yet companies, small businesses still run ads that are what we call institutional or image ads.

Harrison and Ford has been serving this community for 30 years, 30 years of integrity and down home goodness, that is meaningful to you and your family in ways that we would describe but we don't know how. Join us. Harrison and Ford. 123 East Maine. Now what was that ad for?

Sean Edwards: Propaganda.

Ray Edwards: Something. I don't know. I could have made up a better name than Harrison and Ford.

Sean Edwards: Harrison and Ford. Yeah.

Ray Edwards: They're in direct competition with Justin and Bieber.

Sean Edwards: Right. Yeah.

Ray Edwards: Two rival law firms.

Sean Edwards: Two different audiences.

Ray Edwards: Definitely. Different kinds of legal problems.

Sean Edwards: Yeah.

Ray Edwards: We digress. Institutional or image ads are really not going to help you. I mean, when was the last time you heard an ad for a bank or a funeral home that spoken language like that, that made you think, "You know what, I'm going to abandon the bank that handles my checking account and my savings and all my debit card transactions and I'm going to go over to First International Bank of Trust and Security because they've been serving customers with quality care for a hundred years."

Sean Edwards: Yeah, absolutely.

Ray Edwards: No. Now you might switch banks because they have free checking.

Sean Edwards: That's right.

Ray Edwards: Back when it was something a few banks had. When those banks advertise that free checking when it was a new thing, they made a direct appeal, they made a direct request. It was switch banks and we'll give you free checking. That was asking for a direct response. Bring your checkbook down here from the old bank and we'll switch you over right away. Even more to the point, if you sell books or training or coaching or seminars or jewelry or any other product through the internet, artwork, we have a big following of artists who would like to study copyrighting and marketing with us. If you're selling artwork, Direct Response Marketing means you say, "Here's a beautiful painting I made. Click the button below to buy it." Direct Response Marketing, and I'll give you a short course in Direct Response Marketing, it's the W's. You just say in your marketing or advertising who it's for, what it does, why they need it and what to do now.

If you could just write the answers to those four criteria down you have a great ad that's better than most ads that are running today.

Sean Edwards: Booyah.

Ray Edwards: Do it. Do it now.

Sean Edwards: Do it.

Ray Edwards: Do it. All right, that's number three. Number four, failure to test your marketing.

Sean Edwards: I hate tests.

Ray Edwards: Now this is not that kind of test.

Sean Edwards: Okay.

Ray Edwards: This is not where you have to like answer question, multiple choice.

Sean Edwards: Or I have to fill out a Scantron.

Ray Edwards: No, it's not that kind of test.

Sean Edwards: That's awesome.

Ray Edwards: It's a better kind of test. You'll enjoy this. It's pretty basic. You do some marketing. You notice what's working and you do more of that.

Sean Edwards: Mind blown.

Ray Edwards: You notice what's not working and you stop doing that. Double mind blower.

Sean Edwards: I don't even know that there was more to be blown.

Ray Edwards: Yup. That's how you do it. Test your marketing. The truth is most businesses do not test their marketing.

Sean Edwards: Well, the truth is most businesses don't market.

Ray Edwards: Okay. All right. You got me. You called me out. That is true.

Sean Edwards: Or they do, they run an ad and it doesn't work and that's it.

Ray Edwards: Yeah, that doesn't work. I tried marketing.

Sean Edwards: I tried that marketing thing.

Ray Edwards: That doesn't work, I ran my ad in the Rotary Magazine.

Sean Edwards: I ran that ad that said I'd been a good influence in the community for 20 years and nothing happen. Marketing is a big scam.

Ray Edwards: Yup, it's a rip off. Number four, failure to test your marketing. Test your marketing for crying out loud.

Sean Edwards: Right. I've been doing that.

Ray Edwards: Yes, you have.

Sean Edwards: We've been doing that with Facebook ads.

Ray Edwards: Definitely. You've been working on your own endeavor lately. Talk a little bit about your experience with that.

Sean Edwards: I've just been of experimenting on how to leverage Facebook ads to promote books.

Ray Edwards: What?

Sean Edwards: Yeah, I know. Right?

Ray Edwards: Wait a minute.

Sean Edwards: Isn't that crazy?

Ray Edwards: Wait a minute.

Sean Edwards: Isn't that crazy?

Ray Edwards: Selling books through Facebook.

Sean Edwards: Yeah, I know. Right?

Ray Edwards: That'll never work.

Sean Edwards: It'll never work. No, but it's interesting. You just run a few tests. "That didn't work. Oh, well," and sometimes you stumble upon things and you're first go at it, "it didn't work" but you noticed that it got a lot of activity and so you realize you're on the right road. So you just got it figured out.

Ray Edwards: Everybody, well not everybody. Many marketing teachers or consultants want to convince you that there are some secret formula to marketing that if you just follow their formula then you will succeed but the truth is you just got to do it what you were just describing.

Sean Edwards: You just get out there.

Ray Edwards: Try things.

Sean Edwards: You got to try things. I mean, what is it you always say like you're perfect?

Ray Edwards: My imperfect marketing is 100% better than your marketing that you don't.

Sean Edwards: Right, yeah. Your imperfect ...

Ray Edwards: Your imperfect marketing that you don't have.

Sean Edwards: ... that you don't have. Yeah. You just start doing stuff. On Facebook you don't have to drop like a thousand bucks.

Ray Edwards: I mean, this is worth dwelling on, We're in an age, an amazing age in business where first of all you can start a business that's global and sell a product that doesn't have to be shipped in the mail.

Sean Edwards: Right.

Ray Edwards: You can sell a digital product, an eBook or a training or an audio or something like that, or software, an app, and it doesn't have to be shipped in the mail. It's just atoms moving through the internet.

Sean Edwards: Those tubes out there.

Ray Edwards: That are connected all around the world, so the cost of delivery is next to nothing. What's more, you can test an idea. It used to be, we're going to test advertising for a book for instance like we were just talking about, you had to do direct mail which meant you had to buy thousands and thousands of e-mail addresses and you had to print thousands and thousands of envelopes and letters and stamps and you put a lot of money at risk and then only to find out it didn't work.

Sean Edwards: Right.

Ray Edwards: You're bankrupt. Back to the mines for you, working in the Mines of Moria, but now for a hundred bucks you can test your idea on Facebook.

Sean Edwards: You don't even have to spend a hundred bucks. You can spend \$5 a day for a few days and you can see if something is working or not.

Ray Edwards: I wasn't going to tell them that because it sounds so crazy.

Sean Edwards: I'm sorry. I give away the secret.

Ray Edwards: Okay, so as little as 5 bucks a day.

Sean Edwards: You can just start figuring out if an ad is going to work or not.

Ray Edwards: What an amazing country we live in. This is America. This is why I love America. It's the world. You can do it all over the world.

Sean Edwards: No excuses.

Ray Edwards: No. There's a book by Brian Tracy called No Excuses, you won't like it. It's a great book. I recommend it, but you won't like it because you know what it tells you?

Sean Edwards: There are no excuses.

Ray Edwards: There are no excuses.

Sean Edwards: I don't know why I would think that.

Ray Edwards: You can either have success or you can have excuses but you can't have both. That's right. Drop the mic. Walk off the stage.

Sean Edwards: All right. Final profit poacher.

Ray Edwards: Failure to think for yourself. Look, don't just accept what you're told, even by us. The temptation is to listen to somebody else, read somebody else's book, take somebody else's course and just accept it on face value as the gospel truth. It's seldom the case. It's going to be a different angle for each of us. Now does that mean that you can't study a great training like Amy Porterfield's training on Facebook advertising? No, absolutely. What we've learned about Facebook advertising, what got us started, we started with what Amy taught. We did exactly what she taught, step by step, right?

Sean Edwards: Absolutely.

Ray Edwards: Then we began to test things and try things just to see if they will work because we learned from her the basic moves that allow us the ability to do that.

Sean Edwards: Right.

Ray Edwards: You've got to think for yourself. You can't just keep waiting for other people to come up with your ideas. Think about what I just said. You can't just keep waiting for other people to come up with your ideas. Give some thought. You should have an idea and try it. Are you going to fall flat on your face? Yes. Probably nine times out of ten but

the tenth time is going to be the one that makes or breaks your company, that makes a huge difference, that gives you a breakthrough so that other people are coming to you saying, "What did you do? What did you do?" Think for yourself. Let's recap the top five profit poachers.

Sean Edwards: The top five profit poachers are one, failure to understand your customer. Two, failure to make a real difference for your customers. Three, failure to use Direct Response Marketing. Number four, failure to test your market. Test, test, test. Number five, failure to think for yourself.

Ray Edwards: Booyah.

Sean Edwards: Booyah.

Ray Edwards: All right. It's interview time.

Sean Edwards: Interview time.

Ray Edwards: Can we record that because that can be our jingle for interviews?

Sean Edwards: He's going to rock the interviews.

Ray Edwards: Is that little sweet? Little sweet said this is going to be a great interview with our friend, Paul B. Evans. He will get you excited. He will get you energized. He will get you motivated. Check this out. Paul, who are you and what do you do?

Paul B Evans: Well, I'm your classic ADHD more than anything else, completely unmedicated as you witnessed over the past couple of days unfortunately, but as far as what I do, I don't like so many entrepreneurs. It's fairly broad but one of the things that I love more than anything is to help people live on purpose, to be very intentional about what they're doing in their life and that doesn't matter if they're writing, if they're speaking, if they're creating a product that is so on task and on point. Outside of that, I love to help people become more productive to realize what their goals are and to reach those, not in one of those motivational, "Hey, shoot for the stars. Hit the moon," but instead to say what's real, what's actual, what can we expect. Let's get out there and work hard. Let's play hard. Let's make a difference, make an impact and at the same time shape the world around us.

Ray Edwards: One of the things that I really admire about you is you seem to have an endless amount of energy and you get a lot of things done, and I've noticed as I was trying to set up a time to do this you're like,

"Well, I got this call at 8, and I got this call with a client after that," you seem to be pretty tightly scheduled. How is it that you get so much done? What's the Paul B. Evans secret to productivity?

Paul B Evans: The secret to productivity is not to do that much. Now that will seem odd because almost everybody I know says, "Paul, you're extremely busy. You've got so much going on," but I can guarantee you that I rarely I've ever feel stressed. I rarely feel overwhelmed and it's because I am somewhat of a control freak as some of my friends have told me from time to time but my real secret is that I do not schedule more than three major things per day. I wake up early about 4am and I try to get almost all of my significant work done by 8am. I know most people would automatically say, "Well, I can't do that. I don't have that structure," but I try to work when everybody else is silent.

I try to work when everybody else is sleeping. I don't get interrupted at 4am. My phone is not ringing. People aren't e-mailing me. People aren't asking for more of my time and so I get my significant work done early, and yes I work the rest of the day. This isn't one of those brag fest where I go, I'm done by 8am and then I take the rest of the day off. I still work the rest of the day but it allows me to be available for the interruptions that may happen. I work on projects but if they don't get done, it doesn't matter. By 8am I feel like it was good for me to be alive today.

Ray Edwards: That's so interesting because I had a conversation with Chris Brogan in which he said, I think he said he only schedules 40% of his day and he leaves the rest of it open and it sounds like kind of the same sort of philosopher. You're still doing things but you made room for the stuff that would otherwise overwhelm you if your schedule was crammed full.

Paul B Evans: Right, and so many people I know love to fill their calendar up. I think it's a little bit ego, I've got this full calendar. I'm extremely busy, but that leaves you completely inflexible. I think about fixed time and flex time. Your fixed time is The Time that's going to be controlled by everybody else and that could even include your family, it can include your kid. It's the things that you're not allowed to schedule because that time is already scheduled for you, but then you've got flex time.

This is the time that you actually can control and schedule and instead of filling up your calendar, you look at it and say what's significant, what's important, I'm going to schedule that, I'm going to make an appointment with myself for that but I'm also going to leave some large gaps open for the interruptions and so that if I'm working

on a project and it doesn't get done I don't actually feel bad because I don't feel like every moment has to count.

Ray Edwards: Now, I want to back up to where I probably should have started the interview but this is just how I do this. Most people listening to this show you either have their own business or they want to have their own business, have you always been solo entrepreneur or did you work for a company? I'm really surprised to realize I don't know the story.

Paul B Evans: I have been in ministry in some form until earlier this year since I was 18 years old. I was a youth minister, lead worship things along those lines. I was always in ministry so that's rarely seen as a traditional job, right? At age 21, myself and a friend of mine decided that we were going to open a fitness center. I'd been involved in fitness since like age 12 and so I did that and we own that for about three years and sold it. Meanwhile, I got married and as you know, Ray, my first wife actually passed away in my arms. Our son was five weeks old at that time and then I began again with that message to open up a business where I was traveling and speaking about those critical moments in life and making your life matter and living that purpose, all the things that I started talking about today and that again was a non-traditional business.

When you've got a speaker business or you've got a product business that's not as traditional as well. I can't say that I've ever been in that straight corporate 9 to 5 work. I've always been fairly unstructured but at the same time understanding that I'm highly responsible for my income. If I don't work, if I don't produce I'm not going to get paid so I've always been driven by that thought of necessity and loving the freedom that entrepreneurship can provide.

Ray Edwards: The difference that I noticed though between you and many other people who have a business and it works, and they make money, and they're profitable, and they do pretty well. They live a fairly comfortable life financially but you said earlier you're not usually stressed out. I know lots of people who have their own businesses that I think they'd have less stress if I just went and got a job. What is it that you're doing that's different than what most other people who have or are trying to build their own business? What's different?

Paul B Evans: That's a big question and I don't often know the answer to that. I don't have necessarily a system that I feel like if you'll do these things you'll be stress free, other than I know what is important to me. I know what counts and I know what my success measurement is. For example, I think about, we have a recording of our own Nightingale Strangest Secret when he said that success is the

progressive realization of a worthy ideal. Well, I loved that. As long as I'm working towards something that's super positive, that's going to make a positive impact in a lot of other people I feel very successful. When it comes to money I'm actually one that does not have to have like these things. I'll definitely spend money and I'm an impulse buyer at times but I'm not a big thing person, so as long as I'm paying the bills I feel pretty good about that.

It may be if there's a secret at all it may be that I'm very simple-minded and that life to me is about how we serve other people and not about what I receive and I think that takes the pressure off because I'm usually happy as long as I know that somebody else's benefit.

Ray Edwards: Okay. I love that and I'm with you on that but I'm going to dig a little deeper into that because I feel like I was at a point in former days and I think many people listening maybe at this point as well, where I hear somebody say something like that, it's about observing people and observing them well. How does that translate into dollars? Like if I want to be a speaker and I want to have a speaking business and I know lots of people who do that or who try to do that but they don't make any money and it seems that they never have enough gigs to pay the bills but yet you don't seem to suffer from that same thing, so what is it specifically that you're doing that makes that different for you?

Paul B Evans: Okay. Good question. What makes it different is understanding the principles of business. The principle of business is that you offer something of value that takes people from where they are to where they want to be, from unhappy to happy, and it doesn't matter what that looks like compared to the world. Take speaking for example. Most people would say that you've got to have a speaker's kit and speaker's rail and all of these marketing tools in order to be successful but I don't have any of those because my brain was not what's it like to be a successful speaker. My brain was how do I get paid for delivering value that changes people's lives. Right, so now since that's the context, it gets to take any form that it wants. What I knew within my spirit is that I did not want to be chasing gigs. I did not want to be in the business of mailing out packets and hoping that I was going to get called.

Instead I thought what's essential, what's the one essential component that you've got to have in order to become a successful speaker. You've got to have an audience, so that audience does not, it doesn't matter where the audience is. The audience could be here in Spokane. You know it could be right here and that's fine, and I travel and I come to the audience. Or the audience could be my e-

mail list that I get to talk to every single day and invite to my own event such as the Webinar and they pay me to speak in that regard. What I try not to do is limit the definition. I know people who would say, "If you're really a true Speaker you're on a stage at an event." Okay, granted that's one definition but to me it's about sharing your message, transforming life and getting rewarded for that, right?

Now I look at speaking Webinars, audio, video, whatever. It's just the delivery method and so I decided that I didn't care what the delivery method was like and I was going to deliver my message and get paid for it and it didn't matter if it was on a stage or didn't matter if it's from a house. Is that makes sense?

Ray Edwards: Yes, it does. I'm sure, we don't have time to get into this, but the next question that I would be asking would be how did you do that?

Paul B Evans: Right. Absolutely because you starting to want to piece it together and say, "How would I create that?" My question would be what do you want to create. If you want to travel all around the world speaking and that's your heart's desire then that's going to be one particular business model. If you believe I just want to get my message out there and I don't care if I never leave my house, that's a different business model and so I am stress free for the most part because I have created a business model that's based on my personality, my skillset, my expertise and the way that I really wanted to do business instead of looking out there and seen somebody else's business and saying, that's what I'm going to do.

Let me give you a side example to that. This may make it even clearer. If someone was to say, "Paul, you can make six figures a year as a coach." I might go, "Well, that's pretty cool. I like to coach people," and it says you can do it by coaching on the telephone and then I'm like, "I hate the telephone. I hate the telephone." What's the chance of me making six figures a year doing that, maybe next to none because I hate the thought of that so much, but I love the thought of coaching so I sit there and go, "How can I coach and still make a lot of money and still bring value in my own way?"

I decided that I was going to do e-mail coaching but I was never going to type an e-mail because as much as I hate to be on the phone I hate to type, so I decided that every person that I coach I would draw a block around their question and I would answer it by video. Instead of me typing for 30 minutes, I talk for about two minutes and the people love it, but that's not because I looked at somebody else's system and said, "I'm going to do what they do." I said, "I'm going to do what I do." I'm going to take their suggestions for how to set up a coaching program but then I'm going to create the

method based on what I love and how I feel like I can deliver the greatest value.

Ray Edwards: Brilliant. I'm fascinated by how people start their day and you're an early riser, you said you get up at 4am. Do you have a particular routine that you go through every morning that gets you primed up for the day?

Paul B Evans: I would say somewhat it really begins the night before that I go ahead and think the night before about the three things that I want to accomplish. I've got I've got a product called Achieve and within it I have an actual worksheet that has four blocks and it's what, when, width and wealth. So what am I going to do, when I am I going to do it? 5am. Width, how long is this going to take? Well, now this is where it gets a little bit more specific. If I'm going to write a blog post the first time I write one might have taken me two hours but now I realize I don't write long blog post. It's going to take me, let's say, 25 minutes. My with is not going to be write blog post an hour.

I'm going to be very specific. If I've got enough evidence and enough data of this activity of how many times I've done it before and then I'll put that down and I'll say, "Okay, I'm going to do that for 25 minutes." If I'm going to the gym and I know that it's leg day, and I know that legs takes 35 minutes, I'm not going to put an hour in that, right? Then, wealth is the final block and I ask the question, what the value of this activity. What's the value of this blog post that I'm writing? Well, it's going to help me clarify thoughts. It's going to create value. It's going to increase traffic to my site. I want to know the reason why I'm doing this thing and it's one of my top three priorities of the day.

I do that the night before, sometimes physically, sometimes mentally so when I wake up I already know I'm on track, I'm on target. What I tend to do is I wake up and I'll do a little bit of reading. I might do my Bible study something along those lines, right out of the gate. It's not the same thing every single day and then I go to the gym and work out and then I come home and I actually get started and do my work. I'm usually done pretty close to 8 with what I call my priorities and then the rest of the day I work on projects, things that are going to tribute to my overall goals and being available to my clients.

Ray Edwards: Spectacular. Okay. Now I'm going to go way off on a tangent here now, because I noticed you came here with a single backpack and do you carry everything for a multi-day trip like this in one backpack?

Paul B Evans: This is way out of scope. Yes, everything in one backpack.

Ray Edwards: How? Because I have having to check luggage. I have having to have two bags but I cannot for the life of me figure out how I would be able to travel for multiple days with, and you're you're dressed nice. It's not like you've been wearing ready clothes, so how do you do that?

Paul B Evans: Ray, I can see that you're making some mistakes right off the bat, with what you're wearing today. Number one, no dress shirt. Those don't do well in a backpack. Number two, I would guess that if you travel with a backpack and you took that dress shirt out, I'm guessing you might be the type of guy that would iron it. Not me, if fac5 the other night at dinner, I don't know if how many people noticed but my shirt was completely unironed from the backpack trip.

Ray Edwards: I did not notice that.

Paul B Evans: There you go. See, people don't really pay attention. Go ahead and stuff all your clothes in there and just pull them out and wear them.

Ray Edwards: How much is that backpack weigh?

Paul B Evans: It doesn't weigh too much. I'm a little person so I've got a little cloth that's involved. You know it's got my computer in there. If I'm traveling with protein bars, I'll probably take about ten protein bars are in there. I didn't actually bring my protein shake for this trip but I've got a bag of protein that's in there, it probably weighs about a pound so let's call it 15 pounds.

Ray Edwards: Have you ever had the TSA question about you said a bag of protein?

Paul B Evans: No, that is ironic though, now that you've brought it up but I did go through TSA last week where I was the only person in TSA and there were 22 workers just for me about reinspection.

Ray Edwards: What did you do?

Paul B Evans: They just let me go straight through. They're usually asking if there's a parent with me because of my small statue.

Ray Edwards: Stop now. Okay. You are a remarkable person. It's been amazing getting to know you over these last couple of days and I wish we had more time because there's about a million things I'd like to talk to you about. Maybe we can do a redo and have a longer interview for the podcast but meanwhile, how can people get in touch with you and find out what you're up? Where is the best place for them to do that?

Paul B Evans: Just come to paulbevans.com. Sign up for a newsletter there, check out some of my podcast shows and just have a good time.

Ray Edwards: Any final words of wisdom.

Paul B Evans: Yes, of course I've got on a words of wisdom. I can't think of what they are right now. I usually say a couple of things. One is success is not an accident, that the things that we're going to accomplish in life is not just going to happen. Goal doesn't just fall in our lap. It ends up being produced because we decided we're going to work and we're going to work a plan and we're going to evaluate that plan. We're going to make adjustments and we're going to keep going. The second thing that I often say to those who are speakers is speak with passion or just leave me a note. Hey, listen live with energy. Let's be out there and be alive. let's quit coasting and allow our lives to bring value to the lives of other people.

Sean Edwards: That was pretty sweet. Paul is awesome.

Paul B Evans: Yup, he's a great guy.

Sean Edwards: Each week we plan to feature an entrepreneur who has made the jump into their own business. We talk to people about all levels of success, from those just getting started to those who are achieving extraordinary things already. If you know someone we should interview please let us know by sending e-mail to support at rayedwards.com.

Ray Edwards: Yes. You can find the show notes for this episode including a transcription and all the links by going to rayedwards.com/180.

Sean Edwards: Right.

Ray Edwards: 180.

Sean Edwards: 180.

Ray Edwards: Just do 180. Don't go to 108.

Sean Edwards: You'll find a whole different set of notes.

Ray Edwards: Yeah. If you got value from the show why should you do?

Sean Edwards: I think they should consider subscribing and giving us a rating.

Ray Edwards: Because the costs for subscribing is ...

Sean Edwards: Zero.

Ray Edwards: ... and giving us a rating, the cost for doing that is ...

Sean Edwards: Zero.

Ray Edwards: What else?

Sean Edwards: Write a quick review on iTunes. This helps make our show more visible to people just like you, people who might benefit from what we have to share, so we appreciate your help. Any parting thoughts?

Ray Edwards: Yes, I have a parting thought.

Sean Edwards: Do you have a parting thought or a party thought?

Ray Edwards: Both, it's parting thought that should make you party. It's your time. This is your time so stop getting ready to start. Just think about how ridiculous that statement is, getting ready to start. Stop getting ready to start and just get started.

Sean Edwards: Just get started.

Ray Edwards: Yeah.

Sean Edwards: That would make a great book title.

Ray Edwards: You can look it up on Amazon, it's by Ray Edwards.

Sean Edwards: Okay. Awesome.

Ray Edwards: There'll be a link on the show notes. Okay. Until next time. May God bless you. May he do more for you than you can ask, think or possibly even imagine. Toodles.

Sean Edwards: Toodles.

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