



RAY EDWARDS

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

The Secret System for Explosive Business Growth Episode 188

Hi, this is Michael Hyatt of MichaelHyatt.com and author of the New York Times bestseller Platform: Get Noticed in a Noisy World. The Ray Edwards Show is one of my top favorite podcasts, I never miss an episode.

Sean: Yes, welcome to the Ray Edwards Show, this is Sean Edwards. Today's show is a special edition of the Ray Edwards Show, where we will get right into our main topic the Secret System for Explosive Business Growth and seven reasons why you must master it now.

Ray: That sounds really important and it is, I'm very excited about this. It's a chance to discuss some high level ideas, some new paradigms, ways of thinking about your business, what I call frames and meta frames and, if I do say so myself, a sophisticated approach to building lifestyle or platform businesses.

Sean: Sounds exciting. That's our topic for today, so we have to clear the deck of everything else so we can talk about this. Where do you want to start?

Ray: I want to start with spiritual foundations. I won't play the stager we usually use for that, because it's so integrally tied to our topic today I feel I don't want to separate the things, but I will start with this.

The spiritual nature of business success and I'm going to quote one passage from the book of wisdom. It's a Proverb 11:26 and it says... *The people curse him who holds back grain, but a blessing is on the head of him who sells it...* I think there are three keys to understanding this as the purpose of prosperity, all contained in that one simple little verse. Let me break this down.

I think there's hunger in the environment to which this proverb is referring. In fact, if you read the rest of the chapter of Proverbs it talks about the time of need.

1. Where there is need or hunger people, the hungry, curse those who hold back.

I think we would all agree with that. Even people who are not entrepreneurial, who are not in favor of capitalism, who are actually in favor of communism or socialism and we won't get into those topics, but they have specific definitions. You might look them up in the dictionary sometime and be shocked to discover they mean something different from what you think they mean.

Where there is need or hunger people, the hungry, curse those who hold back. I think most folks assume that means you've got a lot, why don't you give some to me, I'm hungry I need it, therefore it's mine. I don't think that's right, which leans to the key to

understanding the purpose of prosperity number two that's contained in this one little verse.

2. A blessing is on the head of one who sells.

It's very specific. I looked it up in many different translations and none of them say one who gives away. Am I saying you should not give to the poor? You should not feed the hungry? You should not cloth the naked? No, that's not what I'm saying! I'm saying you should not give everything away. You should not give to the point that it damages your ability to produce. That you should not give out of a sense of obligation or at the point of a gun, being forced to give by the government, for instance.

Sean: Killing a lot of rabbits on this show.

Ray: The third key to understanding the purpose of prosperity.

3. Note that the seller, the person of commerce, the entrepreneur, is blessed not merely tolerated but celebrated.

Blessed, as in receiving the favor of God, as in being extraordinarily happy, fulfilled because of the plentiful nature of their business. Now, here are things I'm not saying. I'm not saying you should never give because you're moved to give. I'm not saying that we should not be charitable. I'm not saying that we should not help those in need. What I am saying is, we should be comfortable with the idea of making money, making a profit, selling to people who need things and becoming wealthy through that process and we should not feel guilty about it.

Money should be important to us and we should be okay with that, and I believe it's scriptural. So that's what I have to say about the spiritual foundation for this week's topic of discussion.

Feature Presentation

Ray: That leads us to the Secret System for Explosive Business Growth and 7 Reasons Why You Must Master it Now. I'll start with the now part.

I don't think anyone would argue that there are a lot of challenges in the world that we need to deal with. In fact, maybe more than at any time in history that we've been aware of. The key phrase is, that we've been aware of. I actually think things are much better than they've ever been. When I say things I mean poverty, sickness, longevity, life expectancy, the diminishment of violent crime. All these things are improving over time, it's statistically and demonstrably true. You can argue with it because you have a paradigm that says that I'm wrong, but if you look at the evidence you'll discover that you are mistaken.

But we're aware of so much more because we have instantaneous communication globally. It used to be that if a violent crime happened in Iraq we didn't know about it maybe ever, certainly not minutes after it occurred, perhaps while it's occurring. We weren't watching it on our phone that we carry in our pocket that has access to all human knowledge. Think about the remarkableness of that.

So, the reason for now is the very same technology that empowers the spread of negative news, empowers the spread of prosperity, is in fact the answer to the problems that we face.

I believe there are five major components to the system of today's discussion. Let's walk through them.

1. Value creation

This means that as an entrepreneur, even if you haven't started yet, everyone today has the ability to be an entrepreneur, even if you don't have seed capital or investors or an advantage or you don't know the right people. Stop feeding me your excuses and start looking for reasons why you can instead of reasons why you can't. If you have access to a public library you have everything you need to get started in business, including Internet access and the ability to build a website. You can find everything in books and on Google.

Find the place in the world where you're able to create value. That may be in the form of an idea, a solution to a problem, a system for achieving a certain goal, a mechanism for doing a certain job, a tool or professional service. It could be so many things. You have value to offer to the world and chances are you already know what it is.

We have been in the midst of promoting an upcoming program that we're going to open up, a coaching program for copywriting and it's been interesting to read some of the emails and messages that come in and talk about how, I want to do this thing that I have in my heart but I can't because I don't have time. I have a job and a family. I have other things that I have to do. I don't know how to do it, I tried and failed. I note carefully that these are all reasons the person is giving me that they can't do what I suggest they can do.

Now my question is, is that creating value? Is that action of complaining creating value? The answer is no. So how you create value is you stop complaining and you go create value. If you want to be a consultant consult with people. You can start from zero. I'm going to assume you're not starting from zero but instead, if you're listening to a podcast like this you probably have a certain baseline economic healthiness. Maybe you're deep in debt but you still manage to have cable television, high speed Internet and an iPhone, so you're doing okay. The wolf is not at the door.

What value can you bring?

What value can you create?

If you don't have something valuable enough that people are interested in and benefit from then you need to look for something new to create, a new service to provide, a new product to offer, a new book to write, a new system for doing things. Just create some value and it doesn't have to be something extraordinarily amazing. You don't have to build the next Apple computer to create value.

One of my clients started his multi-million dollar business with an eBook about how to get rid of a lady bug infestation in your home. A book on how to get rid of lady bugs was his beginning and he now has a multi-million dollar business based on the success of that first eBook.

So you must create value and you will be rewarded in direct proportion to the amount of value that you create and your ability to communicate that value, which leads to the next major component.

2. Idea proliferation

Do you like my use of the word proliferation?

Sean: Yes I do.

Ray: What this means is, to spread your ideas. Let's think this through. What are some ways that we could spread our ideas, just off the top of your head, can you think of a few?

Sean: You can stand on a street corner with a sign, pointing to your business.

Ray: You could. That's absolutely true.

Sean: Or you could have one of those tall airman they have at car dealerships.

Ray: Those dancing air men. I love those things.

Sean: They can communicate ideas. They're really profound.

Ray: If I got one of those and put it in our front yard, do you think the neighbors would complain?

Sean: No! They would all love it.

Ray: I'm not so sure. So those are some ways you could create ideas. Create idea proliferation, but is that the most effective way, having a dancing air man in front of your business?

Sean: Probably not.

Ray: So how about this, the next level people go to when they start thinking about proliferating their ideas, spreading the idea about their business. Let's get clear, I'm not talking about becoming a philosopher. You might want to. I actually think there's a market for philosophers to make money that doesn't depend on governmental handouts through the educational system. Start by making your philosophy valuable. You know, a philosophy that works in the real world.

I'm talking about something as simple as you have a pack it and ship it store. The level that most people go to next with their pack it and ship it store, their tire store or their dairy or their consulting business is what? What do most people reach for?

Sean: Some sort of ad.

Ray: Yeah, like the newspaper or the yellow pages, although I'm not sure what kind of voodoo the yellow page sales people use on people to actually get them to spend money on those anymore because, this is what happens to the yellow pages when they arrive secretly in the night at my front door. They go immediately into the recycling bin, because I have no use for them. So if you're spending money there think that over.

How many yellow pages ad representatives do you suppose are listening to this right now? Right now probably none.

Sean: Probably none at this very moment. That would be pretty impressive.

Ray: Thirty seconds ago they might have been listening. Radio, newspaper and television ads, that's the next level, but is there a level beyond? Because for most business owners, they will tell you those things don't work so well for me. I spend money on it and I don't even know if it pays me back, that's something I hear a lot. I used to hear it when I was in the radio business.

There was a famous quote by David Ogilvy who said, *"Fifty percent of our advertising works, the problem is we just don't know which 50%."*

That sounds like a gross inefficiency. There are ways to proliferate your ideas that cause them to spread on their own, that cause them to spread from user to user, from customer to customer, from prospect to prospect and build a platform for you that allows you more freedom in your business and more income, and we'll get into the details of how to do that. I'm not going to just tease you I'm going to give you actionable information, but you need to understand the major components of the system first.

3. Distributed monetization

Sean: You really love these fancy words.

Ray: I do. I thought, this is my episode and I'm going to do it the way I want to do it.

Sean: Unlike all the other episodes.

Ray: Well, okay, so they're all my episodes but this is the mood I was in this week. Dear constant listener, lean closer to the podcast speaker. I'm not dumbing this down for you this time. Let's just talk just you, me and Sean. We're going to talk about how to really do this.

Distributed monetization is possible because of the amazing, astounding, incredible distributed monetization machine, built out of a series of tubes called...

Sean: Plumbing?

Ray: ... no! Good guess. Try again.

Sean: I was wondering how you distributed money through plumbing.

Ray: They do it at the bank with those air tubes.

Sean: True.

Ray: I'm talking about the Internet. Global distribution of your messages. Global distribution of your store, of your cash register. Your cash register can exist all over the Internet all over the world instantaneously everywhere all the time. That's amazing! If you don't understand how amazing that is you haven't thought about it.

It makes me think of that comedic routine. Everything's amazing and nobody's happy. You've never heard this? I can't even remember the comedian now, but the gist of it is people are on an airplane complaining because their peanuts don't taste good and his answer is, you are riding on a chair in the sky at 500 miles an hour and you're complaining about your peanuts. Everything's amazing and nobody's happy.

Your store, your cash register can exist everywhere all the time, instantaneously with no extra distribution costs. Your ideas can spread everywhere all the time with no cost for printing because you can use a thing called an eBook. You beam atoms round the Internet that transmit your ideas to other people. Not even atoms, electrons, parts of atoms. It's incredible. You can distribute your offers all over the globe and have customers all over the globe.

We do. We have a company that is based in Washington State in the northwestern United States, in a tiny town that's hard to get to, just ask those who have been required to come here for a seminar or workshop. It's usually framed with, I couldn't get a direct flight here this is really something! But we succeed, even though we're based in the middle of nowhere, because of distributed monetization we can have a business all over the world.

4. Conscious systemization

Once you have created value, learned to proliferate your ideas and distributed your monetization capabilities, now you enter into a phase of conscious systemization where you begin to figure out what the components are of what you're doing that work and how you can turn these into a system.

A system is a replicatable methodology for achieving a desired outcome. Or you could just make it up every time you do it over and over again. That's not very efficient or very fun. I know I've tried it. I don't recommend it.

One of the things you can benefit in through listening to this show is I will share my mistakes with you, so that you don't have to make them. Now, if you didn't know about those mistakes before now and you made them than it wasn't your fault. But now that you do know it is your responsibility not to make them. Did I say the word responsibility?

Sean: Yes you did.

Ray: As if to imply that once you have knowledge about how to do something correctly you're responsible for doing it?

Sean: Yes.

Ray: All right, we're grown-ups we can handle that. The next component for explosive business growth.

5. Profitable automation

Once you have created value, proliferated your ideas, distributed monetization mechanism and created a conscious systemization process for your business, now you step into profitable automation.

You build a machine that finds people who are interested in what you have to buy,

Communicates your message to them in an efficient and compelling way,
Requests that they make the purchase and get the benefits of your product or service,
Conducts the transaction,
Takes their money from them because they're giving it, and
Puts the money in your bank account and delivers the product to them

All without you being involved in any part of the process at all, except for waking up the next morning and looking at your account online and seeing that money appeared in your account the night before. This is not a perpetual motion machine. I'm not saying you can just set this up and walk away from it and you'll become an uber billionaire if you just give it long enough. You have to replenish, repair and maintain your system. Adjust it because sometimes you have to replace parts. Sometimes you have to find new methodologies because new roadblocks pop up in the marketplace. That's part of the process.

This is the five component system for explosive business growth. I have a name for this system, an overarching approach to business which is a strategy. All the things I have named individually are tactics. If you think of it in terms of a battlefield and many are uncomfortable with the warfare metaphor but it's a useful metaphor. It breaks down at a certain point because we're not killing people, which is good.

On the battlefield you have a strategy that is your overall approach to the war. Perhaps your strategy is hey, our enemies live in the desert and don't have a lot of resources. So our approach will be, we will attack them from the air that's our strategy, it's an air war because we have vast superiority in the air, that's our strategy. Now, we have individual maneuvers or missions or activities that support the overall strategy and those are tactics. They're different. Strategy and tactics are different, so this overall approach using the major components, major tactics I've just described, the overall strategy is strategic influence.

What does that mean? You may have heard me talk of this before, it's an idea I have eluded to, hinted at, done some small private workshops on where I've worked with people to develop this thing called strategic influence in their business. Let me just define it for you very specifically. Strategic influence is the intentional campaign to influence people in your favor before you have even met them. So by the time you encounter them or by the time they encounter your company they have already been influenced by you, in your favor.

And you say perhaps, that sounds like a really good idea, how Ray, do I do that? I'm glad you asked. You do it by putting into use those five components. You create value, proliferate your ideas, distribute your monetization system; in other words, you have a website with an order page and the message that tells people why they should order. It's called sales copy. You consciously systemize your enterprise and then you profitably automate that system.

But why? I've told you the how I haven't really told you the why. Why is it important that you master strategic influence, which is the secret system for explosive business growth? I'll sum it up in the form of...

Sean: An acronym?

Ray: ... yes sir, an acronym. It's the word prosper. I want two things for you. I want you to live long and prosper. It's a very logical approach to life.

These are the 7 reasons why you must master strategic influence.

Paves the way ahead of you and makes everything else you do easier or even unnecessary.

Let's say for instance, that your system of idea proliferation includes having published a book(s), having a blog or website, distributing articles online or offline, having a radio show, television show or even better, a podcast, an online radio show because if you want to buy a real world radio station it'll cost you a minimum of a million and a half dollars if you build from scratch and it'll cost you more if you buy one from someone. The problem is, fewer and fewer people are listening to those and you can set up your own radio station on the Internet for about \$10. You make the decision.

Let's suppose that you have done these things that I just mentioned above... books, eBooks, website, blog, podcast, online radio or television show. Our good friend, Brian Holmes, at BrianHolmes.com has something he calls Monday Mastery. If you go to his website he has a little TV show that he does. It's short like five minutes where he gives a lesson on mastering the fundamentals of life. He didn't pay a billion dollars for that TV distribution system. It's available to him through the Internet just like it's available to you and me.

Once you've distributed these messaging materials across these different mediums they serve as your ambassadors, the ambassadors of your ideas, of your influence, of the impact you can bring to the life and business that you're speaking to and this paves the way ahead of you, giving you influence that you have created strategically before you even met people. It makes everything else you do, every kind of marketing, every kind of selling, every activity that you're involved in, even meeting people at a conference, it makes it easier because they already know you.

Sean, you've been with me at quite a few conferences. It's a pretty common occurrence that people say things like... I feel like I know you guys.

Sean: Absolutely.

Ray: And they'll talk to us about our sense of humor or lack of it, depending on what their opinion is.

Sean: Very common.

Ray: They talk to us about our dogs, our vacation or just because of, in conversation on this show we've talked about these things. So they've gotten to know us before they've even met us. It paves the way.

Releases your anointing, so you can actualize your potential.

As you're listening to this now I have no idea what your spiritual beliefs may happen to be. If you've listened to more than one episode of this show, you know that I am a follower of Jesus and I believe in the truth of the Bible. Whether you share that belief or not, you probably do share a belief about the anointing, which in biblical terms is about the oil in the Old Testament times that was smeared on the priests and various parts of their

ritualistic gear. This oil had a fragrance, it was an anointing of oil and if you became king you were anointed king and imbued symbolically or maybe even literally with power through that anointing.

I believe that we each have an anointing in life for certain things. If you have been drawn to and are particularly gifted as an artist, a musician, a writer, in communicating with people, building relationships or encouraging other people, these are all anointings and you probably already know what your anointing is. If you don't, if you have doubts and are confused about it it's probably because you've been mis-educated and somebody's tried to force you the square peg into a round hole. But if you just ask 10 people that know you, hey what do you think is the thing I'm best at? You'll probably get at least seven of those people that say a similar thing.

Oh, you're really good at selling things and therefore your anointing would be in the area of persuasive communication. You probably already know what your anointing is, but it's one thing to know and another to release it to its full potential. If you're unhappy in your life, in your job, in your business chances are, the reasons is you are not releasing your anointing it, you're bottling it up in favor of doing something else that you think you ought to be doing. You should be doing. It makes sense for you to do this.

You were told by your parents that you should be an attorney so you went to law school and became an attorney. Maybe you've been practicing for 5 or 10 years now and secretly inside you hate every minute of it. I hear this story over and over from attorneys, physicians, technical professionals like engineers and the reason I hear it from those people more often than others is because they're so heavily invested in a career, in a choice, in an identity that it takes much more effort for them to throw that off in favor of what their true anointing is.

Think about it, if you are a heart surgeon and what you really want to do is write poetry and sing songs, how do you think the people around you will respond when you announce that? If that's your anointing it's worth considering following your anointing instead of following what other people have decided is a logical course for your life. Releasing your anointing actualizes your potential and makes you happier.

Optimizes your gifts, your talents and your abilities.

And by the way, those are three different things. I believe that your gift(ing) falls in the area of your anointing. Your talent may be something you have a knack for and you've developed over time. There are many people who can play the fiddle, but there's only one YoYo Ma. There are many people who can play the guitar, but there's only one Chet Atkins.

Using strategic influence **S**ystemizes your acquisition of new prospects, customers, clients and business.

You can either systemize or you can improvise. If you improvise you're probably going to spend periods of feast and periods of famine. If you systemize you can help smooth out those peaks and valleys. Just because you're systemized doesn't mean there won't be ups and downs, but they will probably be less precipitous than if you are simply making it up as you go along.

Utilizing strategic influence also **P**ropels the growth of your revenue in geometric fashion.

It's because of this very sophisticated formula that lies at the base of this. You are engaging in activities to grow your business and produce revenue. You are paying attention to what works. You discard what doesn't work. You replicate what does, over and over and therefore your revenue grows over time. You may have ups and downs, but if you trend it over time the growth is, as my friend Michael Hyatt says, up and to the right. That's how you want the chart to look. You may not be an accountant but you can understand that.

Empowers you to engage what I call the freedom factor and achieve the 7 freedoms that we all long for in life.

I won't go deeply into this. It's the subject of an upcoming book I'm going to write, as soon as I finish the two I'm currently writing. The 7 freedoms are...

- Freedom in faith and what I mean is freedom within your faith.

Many people practice or follow a faith, but they're bound up with all kinds of rules, strictures and inner conflicts that are caused by their faith.

- Freedom in the area of fitness, which means you take care of your body so you're as fit as possible, so you have the energy, strength and stamina to do the things you want to do.
- Freedom to enjoy your family.
- Freedom to have fun.
- Freedom in your finances.
- Freedom to have the friends that you choose, instead of those you are simply thrown together with through the economics of the marketplace, because you had to take a job you don't like, working with people who disgust you.

Let's be honest. If you are forced to work at a job you hate you probably work with people you don't like. If you could pick and choose you would probably replace a bunch of those people with people you do like. You can do that if you own the business.

- Freedom of fulfillment, which speaks to our contribution to society.

I believe we're wired in such a way that we're not complete unless we are making a contribution that is bigger than ourselves. So even though I'm a proponent of profit and creating wealth and an inheritance for your children and their children and their children, I also believe there's a part of us that's wired in such a way that we're incomplete if we're not helping those who are less fortunate than we are. However, we're not doing it because we're forced to do it, we're doing it because we've actualized the other areas of our life and there's a burning desire within us to help. That's why we do it. That's why it's fulfilling.

The final reason why you must master strategic influence and prosper is...

You will be able to **R**epel the plagues of sickness, poverty, hunger, violence and death.

That is your fulfillment, your mission as an entrepreneur, as a human being on planet earth. People sometimes will say, Ray, you believe in God. Yes. Why does God allow people to be hungry? Why does God allow these horrible illnesses? Why does God allow violence? My answer is, why do you? Why do I? Why do we allow these things? There's enough food to feed everybody on earth. There's enough medicine to treat everybody who's sick. We haven't yet figured out how to cure all disease, but we have access to the ability to do that. Why haven't we? I believe it's because we haven't realized how powerful we really are.

So, if you follow this system of strategic influence and whatever your endeavor may be. It may be to build a business, an organization or to spread a certain idea or belief system, but if you actualize the potential for which you were placed on earth for, you ultimately arrive at a place where you are working on your real mission.

My brother and dad were both in the Marine Corp. and served our country. I thank you both for that. I know you made huge sacrifices and I appreciate it deeply. My brother told me at one point, I asked him what his job was in the Marines and he said, well Ray, my job is to carry a rifle. My hobby is, I work in the transportation division and I help arrange the movement of people, supplies and so forth. There's a designation for it, his MOS but I don't remember the acronym for what his MOS was. He said, that's my hobby. My job is with the rifle.

So all this other stuff is your hobby. Your job is to repel the plagues of sickness, poverty, hunger, violence and death in the world. The Bible quotes Jesus as saying, the enemy came to steal, kill and destroy but He said, I've come so that you can have life and have it abundantly. If we repel sickness, poverty, hunger, violence and death we have an abundant life.

And those are the seven reasons why you must master strategic influence. If that sounds like a big overarching concept for business, it is! It's a purpose behind business. It's a reason why you need to master business and the question then becomes, what do you do now? How do you enact this? You may already be in business and may be thinking, well Ray, that sounds awesome but my business is actually the business of selling comic books to collectors, who are a strange group of people that I love. I don't really see how it fits into that mission.

But it does. Every area of commerce has a place and people that it serves. You may know me as a copywriter and that's what I am principally. What does it mean to be a copywriter? It means to master the art of influential communication and I believe everything I've been talking about is the ultimate outgrowth of the humble skill of copywriting, writing to influence strategically. Does the picture begin to come together now?

So my recommendation about what to do about all this is to study the art of writing copy. Find a systematic way to employ it. You can take the content of this episode, I promise you I could package what I've taught you in this episode and sell it as a product. I could use it as the framework for a book and maybe I will. Meanwhile, you could take it and put it to work today and begin moving towards your mission, moving towards the success you desire.

Even if all you really want, if you're saying Ray this all sounds great, fantastic, visionary and man you are fancy, but what I would really like to do is make enough money to pay off my house and get a new boat. That's okay, but you need to find a systematic way to allow you to do that and you can use what I've taught you and you can master the art and skill of influential communication, of copywriting, of writing and speaking and presenting in a way that's persuasive. You can figure that out on your own. You can buy some books. You can get them from the library and not even pay for them because you get them for free. Or, you could get some help.

We have a free mini course that we're making available right now, even as this episode is being published and it culminates in something called the Copywriting Blueprint. We have a bunch of material available... three training videos that we've released, two PDF action guides, one master mindmap... it was big wasn't it?

Sean: It was very big.

Ray: It was a lot of nodes on it. It's all available for free, at the time this episode is publishing. That mindmap is something I call the Copywriting Blueprint and the secret is, I used the subject of copywriting to be able to talk about this larger subject, the subject of writing or communicating for strategic influence. That's what the mindmap explains. The first two videos deal with the art and science of writing copy to sell your products and services.

So if you just want to sell comic books or houses or essential oils or whatever your thing is, you can use it for that purpose. And if you don't see the larger vision right now that's okay, just keep pushing in your business and you'll begin to see what I'm talking about eventually. The blueprint I'm talking about, the Copywriting Blueprint is the third free video in the series and it's the plain clothes disguise of the ideas that I've been talking about with you today.

For those who have ears to hear and eyes to see, go get this. You can get it at Academy.RayEdwards.com. It will only cost you your email address. If you want to just get the stuff and not be bugged by me anymore, simply enter your email address, download everything and then unsubscribe from the list. My guess is you probably won't do that because we're working hard to provide you with plenty of value, but you can and it's okay I won't be mad at you. You can also find it on the front page of RayEdwards.com.

Sean: Very complicated.

Ray: Blue button, click, get for a limited time only. If you're listening to this in the future, you may have missed this. You may go to Academy.RayEdwards.com and find there's no way to get this. If so I'm sorry. You may go to RayEdwards.com and find it's no longer available on the front page, if so I apologize. If that's you, send an email to support@rayedwards.com and say hey, I want that free stuff that Ray and Sean talked about on episode 188 and we'll see if we can hook you up with that.

Hopefully you're hearing this now while the material is available live so we can interact and dialogue about it. I'm having fun reading the comments, we have hundreds of them now and responding to them is a blast. I'd love to have you in on this. So if you're listening to this currently, on October 14th, 2015, go quickly to the aforementioned website and get the free stuff.

Would you like to summarize, Sean?

Sean: I would love to summarize. I've been sitting over here going, I can not wait to summarize.

Ray: I know, you've been feverishly taking notes, thinking about how you're going to express this.

Sean: Yes, absolutely.

Ray: I'm excited to hear how you will interpret what I've said.

Sean: So, we started the episode with the five major components of the strategic system for explosive business growth (aka strategic influence).

Ray: Well said.

Sean: The first one is value creation, where you create value for people who need value or have a need. The second one is idea proliferation, which I said correctly.

Ray: You did! You're rubbing it in.

Sean: Just a little bit. The third is distributed monetization, which is using fancy Internet tubes to get money from everywhere at once.

Ray: I love the way you put that. See you are interpreting what I said.

Sean: The fourth is conscious systemization, so you're not making it up all the time. The fifth is profitable automation, so you don't have to be pushing the buttons all the time to make it happen.

Ray: You know what had to happen for me to learn the last two lessons? I had to bring on a person in our company, who is our director of strategic growth.

Sean: Who's that?

Ray: You.

Sean: What?

Ray: Director of strategic development, it's on your business cards if you've looked at them lately. You do have business cards.

Sean: I do.

Ray: We're going to a conference and I have business cards too and we'll get a chance to use them, which we almost never do.

Sean: Yeah, we never really use them. So those are the five major components, which lead to the seven reasons why you must master strategic influence, which is an acronym. You like alliteration, reverse alliteration and acronyms.

Ray: I do. Why is that?

Sean: I don't know, but they're good.

Ray: It's just what I love.

Sean: For those of you who haven't heard reverse alliteration, also known as rhyming.

Ray: Rhyming with timing.

Sean: Timing...

P-paves the way for you to do everything easier or unnecessary.
R-releases your anointing so you can actualize your potential.

Ray: That sounds great.

Sean: It does.

O-optimizes your gifts, talents and abilities.
S- systematizes

Ray: I looked this up and systematize is actually a word.

Sean: Is it?

Ray: It's like we had a person in our lives who used to say dramatical all the time and we thought that wasn't a word and then one day we looked it up and it was.

Sean: It was.

Ray: So systematize or systemize, you decide.

Sean: S-systemize your acquisition of new prospects, customers, client and businesses.
P-propels to growth of your revenues in geometric fashion.
E-empowers you to engage what we call the freedom factor and achieve the 7 freedoms of faith, fitness, family, fun, finance, friends and fulfillment.
R-repel the plagues of sickness, poverty, hunger, violence, and death.

Ray: We are the Guardians of Gahoul, no?

Sean: Yeah sure.

Ray: Okay. Somebody saw that movie besides me.

Sean: Yes.

Ray: I think it's time for...

What to Do Next

Sean: You can find the show notes for this episode, including a transcription by going to RayEdwards.com/188. If you received value from this show please consider subscribing in iTunes using the Apple podcast app. If you would give us a rating and write a quick

review in iTunes. Subscribing helps make our show more visible to people like you, people who might benefit from what we have to share. We appreciate your help.

Ray: It's very beneficial...

Sean: A parting thought?

Ray: A quote from Tim Ferriss, and this is for those of you who are thinking, this all sounds very hard. *"People will choose unhappiness over uncertainty."* This from the Four Hour Work Week. Ouch! It hurts in a good way, don't do that. Don't choose unhappiness over uncertainty, embrace uncertainty.

Until the next time, may God bless you and do more for you than you can ask or possibly even imagine.

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