



The Top 5 Roadblocks to Starting Your Business Episode #200

Sean: Welcome to the Ray Edwards Show. On today's show we'll be discussing the virtue of Christian selfishness. That should be interesting.

Ray: The very best way to stick to your eating resolutions for the New Year.

Sean: The top five roadblocks to starting or restarting your business and how to overcome them.

Ray: Yay! That's going to be a good one for folks. Hang on that's all coming up next.

Spiritual Foundations

Ray: I'm going to propose to you the radical idea that we do things for God out of the profit motive. That's okay, because that's how He made you. If you think that's not scriptural and isn't very Christ-like, Ray, what would Jesus do? That's a good question, let's see what He would do by going to the book of Hebrews 12:12 where it says, looking to Jesus, the founder and perfecter of our faith, who for the joy that was set before Him endured the cross, despising the shame and is seated at the right hand of the throne of God.'

So He despised the shame, in other words, He put aside, I don't care how shameful it looks or how hard it's going to be, for the joy I'm going to receive as a result, I'm going to do this. There was something in it for him.

Sean: Jesus was selfish.

Ray: He does pursue his own glory. For those who need some scriptural backing and need to be straightened out, now that we've messed you up, try John Pipers book *Desiring God*, it'll help you out. We do things for God out of the profit motive, not being about money necessarily but about being happy. The profit is we want something out of the transaction if I can be so bold as to call it that. It's really a relationship. We get pleasure out of this relationship and Piper says in his book, God is most glorified in us when we are most satisfied in him.

Piper also has another book called *God's Passion for His Glory*. It's very interesting as well. I don't agree with everything he says. He's a great theologian and writer and has served me in many ways that I appreciate deeply. It's interesting, while we're on the subject, somebody observed this once and I thought this was a cool way of looking at how we agree or disagree with everything everybody says. If I endorse a book do I agree with everything that's in the book? No. But we never say to people, okay read this book by this guy. You have to watch him sometimes because he's never raised anybody from the dead and he's never healed anyone from leprocy, but he's got some good ideas.

St. Irenaeus said, 'The glory of God is man fully alive.' So what I'm proposing to you when I say Christian selfishness is that we're motivated by what we get from being in God. It gives us a pleasure that He wired us to get. It's like some people get weirded out by worship, because they think, why does God need us to walk around praising him all the time? Is He some kind of needy egomaniac that's always needing His ego stroked? No! That's not it. Think a little deeper and you'll realize that what's really happening is there's something that happens to us in the process of true worship when we worship in truth and spirit. There's something that happens in us that gives us pleasure.

God knows it will make us feel good and bring us closer to the experience of being in him where we'll be fully alive and He'll be glorified. It works together as a unified process.

So here's your assignment... figure out what makes you truly happy and fully alive and go after it in God's name.

Sean: Boom!

Ray: Don't worry too much about sin. People worry a lot and are afraid if they do that a lot it'll be sinful, because they want to make money or be famous. I want to be a rock star. That's okay.

Here's something else John Piper wrote, I love this quote. I picked it up earlier this week and have posted it in many places. *'I know of no other way to triumph over sin long-term than to gain a distaste for it, because of its superior satisfaction in God.'*

This is going to be a scandalous thought, but that is not about self-discipline. That's about going after the ultimate pleasure. I love this stuff.

Tip of the Week

Ray: How to not bust your diet in the New Year. This is the number one way that's guaranteed to work 100% of the time and I guarantee less than 10% of our listeners will do it. Spend your eating on paper first.

I stole this idea from Dave Ramsey. When it comes to budgeting your money he says spend your money on paper first before the month starts. Every dollar has a name, so every calorie has a name. Make a list of everything you're going to eat, because you know you spend your diet on paper so you know what you're going to eat. Everything else that's not on the list is thrown out in the trash, today. The peanut butter crackers, donuts, cereal, cookies and even that favorite food I haven't mentioned which you know isn't good for you.

Sean: Apples?

Ray: Your mother asked me today, should I buy some apples and I said no. Thirty grams carbohydrates per serving that's all I'm saying. Throw it out and don't replace it. If you'll do this, you will not bust your diet in the coming year. It's that easy. Will you do it? We'll see.

Feature Presentation

Sean: All right, we have arrived at the feature presentation.

Ray: I'm glad we're here, because what if we were somewhere else.

Sean: It would be weird.

Ray: Who would be doing this?

Sean: I don't know.

Ray: How am I not myself?

Sean: The top five roadblocks to starting your business and how to overcome them.

Ray: A lot of people make a resolution this time of the year to start a new business or restart the old business and get things re-launched. Yet, many won't start because as they think about it they will become afraid and they will stop. I'm here to propose to you the idea that everything you believe about why you can't start a business or succeed with a business is a lie.

Your biggest hurdle to getting started is **your thinking**. We need to talk about this. It's affecting us. Let's gather around and talk about how it's affecting us. You're not living up to your potential. You're not doing what God created you to do. You're not bringing the value to the world that you were made to create. There are unique things inside of you that you were meant to bring to the world to change people's lives and affect them for the better and you're not doing it because you're afraid. Really? You're going to deprive people of your gifts because of that?

I was speaking at a conference and I met a... I'm disguising all the details so if you think this is you because of the details I'm giving you're wrong, because I've changed them all, except for the pertinent income ones... professional in his 50s, making about \$200k a year who was distraught about the talk he just heard me give about starting a business online. I said why? He said because I don't believe I can do it. I said what's standing in your way? He said to leave this job I need to make a minimum online of \$3000 a month. I thought really, that's all? You could do that next month or this month with its three weeks left.

He said I can't see it. All I could see are the roadblocks is what he said, the obstacles. In the words of master Yoda, that is why you fail. Anybody can start a business or restart their business with a lot less stress and difficulty by simply eliminating these five mental roadblocks in your thinking. Take these and get rid of them.

1. It's too risky to start a business.

I would suggest to you that it's too risky not to start a business. If you're depending on some job to provide you with security, ask the people who used to work at Keiser Aluminum how that worked out for them, here in Spokane. They had the greatest job in the world. They were listed as one of the best places to work and then things fell apart. There are reasons on both sides, but it just happened and they don't have those jobs anymore.

Look, some people say I'd like to go back to the days when I could have a job for 30 years, they give me a gold watch when I retire and I have my pension and live out the rest of my days in luxury. Well here's news for you, those days never existed that was a fantasy. Very few people ever lived that life. It hasn't existed for a long time. It's not up to some beneficent corporation to take care of you it's up to you to take care of yourself. The best way to do that is by starting a business.

There are tax advantages to starting a business. Is there some risk involved? Sure.

- There's risk involved in going to work for a company, how do you know they'll stay in business?
- How do you know the checks won't bounce? How do you know it'll work out?
- How do you know the benefits they promise you, that the retirement account you're contributing to every month will still be there? You don't!
- How do you know if you're in the record making industry where you make vinyl albums and LPs, a new technology might not come along called compact discs and put you out of business in a year?
- How do you know if you're in the compact disc manufacturing business that a new technology called mp3 might come along and put you out of business in another year?
- How do you know if you're in the music industry that you may have to rethink everything you thought you knew was right about selling music or find yourself in a world of trouble?

These are risks that exist whether you acknowledge them or not. Just because you pass them off to some big daddy corporation that you think is going to take care of everything for you doesn't mean you're not taking a risk. You are taking a risk. Think about it this way, when you have a job, the person that employs you is buying you at wholesale and selling you at retail. How does that feel?

I'll leave you to think about the metaphor. You can figure it out on your own. It's too risky not to start a business. When you have your own business you're in control of your destiny. You can make decisions about the business, if it's not working you can change it. If the business doesn't work out you can simply start a new business.

2. Who would want to learn from, buy from or listen to me?

This is small thinking that will stop you in your tracks and it's totally erroneous. No matter who you are, if you have the inclination to start a business, if it even tickles your fancy a little bit and you start thinking it could be interesting, but who wants to hear what I have to say, what I have to teach about or what I could make? Somebody.

Look, there's a guy who made a fortune in the 70s selling pet rocks. He glued googly eyes on rocks and sold them and made a fortune. Googly eyes doesn't mean it had anything to do with the search engine.

Somebody came up with an idea of putting a corrugated cardboard sleeve around a hot cup of coffee so it wouldn't burn your fingertips and they made a fortune. There are opportunities abounding, the most banal seemingly simple stupid ideas can make fortunes and if you're in the business of being a teacher, trainer or coach, a consultant, author or speaker, a podcaster or someone who teaches online, there is an audience for you. There is a group of people who will only respond to what you have to say the way that you say and teach it.

You may be the 100,000th person to be teaching a certain fitness technique or yoga or business method. Maybe there are hundreds of thousands of other people teaching the same things, but your unique way of presenting it, your personality, the way you view it and teach it, the sense of humor you have or the lack thereof, will only appeal to a certain group of people, but here's the good news. Soon there will be eight billion people in the world, upwards to 2.5 billion of them are connected to the Internet already, so there's a worldwide audience available to you and you only need a tiny percentage of those people to make a really good living.

There is somebody who is waiting to learn from, buy from, to listen to you. That's who would do it.

3. I'm too old to start a business; I'm too young to start a business; I'm too educated or not educated enough to start a business; I'm the wrong race; I live in the wrong place; I'm handicapped...

Whatever limitation you can come up with, I can point to the exception to the rule.

You're too old, Warren Buffet is still cooking along. You might say he made his fortune before he got old. Okay. Even though I don't endorse you eating his product, Colonel Sanders was over 65 years old when he started his business and there are many other examples of people who started a business later in life, many of whom are modern examples of people whose names you know.

Too young? There was a 13 year old kid who became a millionaire and wrote a book about it called *Realionnaire*. So there are plenty of young people who have made fortunes off of ideas that are starting businesses. Kick Starter projects, it's a myth and a lie that you're too old or too young, your age has nothing to do with it.

Being too educated or not educated enough. I could give you the list of executives that have created multi-national, multi-billion dollar companies... Bill Gates, who didn't have a completed education at the time, although they do now with honorary degrees.

I'm too handicapped... there's a very successful blogger who has to operate his keyboard with a device he manipulates with his mouth, because that's the only part of his body he can move. He makes a small fortune blogging. It's not about his disability, but about ideas.

My point is, whatever limitation you imagine you have, it's not what's standing in your way it's how you think about that limitation that's standing in your way. Whatever limitation you argue for, you will own it.

4. It takes money to make money.

I don't have any money. It doesn't take money to start a business, although it's easier sometimes with money to invest up front, but oftentimes I think one of the disadvantages many have when starting a business is they have too much money. They don't have to think about, if I invest this money in this office furniture, this building or this equipment, it's too easy for them to not think about how to make things profitable from the beginning, to bootstrap their way into success. I think there's a lot of good reasons to not start with a big fund of cash so you don't have to think or worry about the money.

If you're waiting until you don't have to worry about the money to run your business then maybe it is a bad idea for you to have a business. Because, as a business owner you're creating wealth. You're making money. Think about the uniqueness of that phrase... making money. If you have a job you're earning money. If you have a business you're making money, you're creating it out of thin air from ideas. That's amazing. You do not need money to get started you can start from zero. You can build a website for zero. You can have Internet access for zero by going to the library or hanging out at Starbucks, until they ask you to buy something.

5. It's too late.

It's too late in life. It's too late in this business. It's too late to be a blogger. It's too late to be an author. It's too late to be a speaker. It's too late to make teaching products on the Internet, everyone has already done it so the market is saturated. I've been doing this kind of business since 2005, 10 years. The first year I started I heard people saying that, you shouldn't try this now it's too late. Everybody who's going to make money at this stuff has already done it.

You're not in the old boy's network. The big guys aren't going to promote you. It's too late. Every year since then I hear people say the same thing and they say it today as well, it's too late. If you're one of the people saying that then it's true for you, because you said it was true; otherwise, I would suggest having this belief instead, it's just the right time. This is just the right time for me to start my business or restart my business or re-launch or revitalize it.

To recap, the five mental roadblocks are...

Sean:

1. It's too risky to start a business.

Ray: It's too risky not to start a business.

Sean:

2. Who would want to learn from, buy from or listen to me?

Ray: Plenty of people who are waiting for you to stand up and take your rightful place in the marketplace.

Sean:

3. I'm too old to start a business; I'm too young to start a business; I'm too educated or not educated enough to start a business; I'm the wrong race; I live in the wrong place; I'm handicapped...

Ray: You are full of excuses. Stop making excuses and use whatever limitation you have to turn it around. Make it to your advantage and use it to get you stirred up enough to say I'm going to overcome this limitation into my strength.

Sean:

4. It takes money to make money.

Ray: Does not. Making money is a mental exercise. You create money from thin air, out of ideas.

Sean:

5. It's too late.

Ray: It's never too late, it's always just the right time.

There's an old Proverb that's somewhat of a cliché but it's true. When is the best time to plant an oak tree? Twenty years ago. The second best time? Right now, today.

Anybody can start a business with a lot less stress, anxiety and tension by simply eliminating these five mental roadblocks in their thinking and this goes for any other mental roadblocks as well. You may have thought of some I didn't have. Maybe you have a longer list and now you know what they are, so how are you going to overcome them?

Here's your assignment... write out 10 reasons why each of these excuses, whichever apply to you, why they are ridiculous, not just invalid or not true, but why it's ridiculous to believe them. Take this out as far as crazy and whacky as you can make it and begin to realize how ridiculous your limiting beliefs really are.

Sean: All right, you can find the show notes for this episode, including a transcript by going to RayEdwards.com/200.

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We have a review from Nick, which says... as the title suggests, it can be difficult to get ethical and moral business advice. There are so many marketers out there who are trying to sell you the next shiny new object; Ray is not that person.

Ray: So much for the shiny new object of the month club we were going to start.

Sean: He says your copywriting tips are extremely helpful and I feel I can take steps that he outlines in being successful and building my business, which not only allows me to feed my family and me, but also do lots of other fun stuff.

Ray: Cool! Thank you, Nick. That's awesome.

Sean: Any final thoughts?

Ray: Just remember this, whatever limitations you argue for you own.

Until next time, may God continue to bless you and may He keep on doing for you more than you can ask or possibly even imagine.

See you next time.

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