
What Do You Do, Exactly? Episode #234

- Speaker 1: Ray Edwards show Episode 234: The Plan Z Revolution. It's not about zombies.
- Speaker 2: Oh.
- Speaker 1: Yes, welcome to the Ray Edwards show. We are doing something different. We're going to do a series.
- Speaker 2: A series.
- Speaker 1: A series of podcasts.
- Speaker 2: Like one subject that spans multiple episodes?
- Speaker 1: Yes.
- Speaker 2: Like a story arc.
- Speaker 1: Correct. It's like we're creating story brand.
- Speaker 2: Oh.
- Speaker 1: Okay, Don Miller. You owe me a hundred dollars. I'm going to charge you a hundred dollars every time I say story brand.
- Speaker 2: That is ... we're just making him a sponsor?
- Speaker 1: Yeah. Story brand, a sponsor.
- Speaker 2: A sponsor.
- Speaker 1: \$300 an hour. The meter is running, my friend.
- Speaker 2: I didn't know that's how that worked. Can we just start mentioning other people's businesses and platforms and charging them?
- Speaker 1: Well, it's like our friend-
- Speaker 2: Be like, "Platform University." All right, Michael-

Speaker 1: A hundred dollars.

Speaker 2: A hundred bucks.

Speaker 1: It's like our friend Dennis [Macantee 00:01:34] says, "I just start invoicing people, and whoever pays me, those are my clients." Okay, Dennis. You owe us \$100.

Speaker 2: Man, we are just raking up the money today.

Speaker 1: Advertising revenue. We're going to do a show on that. Okay, this is actually about ... I came up with this clever title. I thought it was clever. The plan z revolution, and only after we started recording did I realize it sounds like a zombie thing.

Speaker 2: It does. That's fine.

Speaker 1: We probably won't go with that, but it is-

Speaker 2: It's in the recording. We can't really undo that.

Speaker 1: It's not going to be a book or a course.

Speaker 2: No.

Speaker 1: The plan z revolution.

Speaker 2: It's going to be your zombie survival guide product. That's what it is.

Speaker 1: This is actually about ... we're going to be talking this week about what we, at Ray Edwards International incorporated, what we do.

Speaker 2: What we do.

Speaker 1: Does it ever seem weird that I named the company after me?

Speaker 2: Sometimes, but most of the time, a lot of people have done that.

Speaker 1: I know, but-

Speaker 2: Every once in a while.

Speaker 1: It's probably only a problem for me.

Speaker 2: I can understand it.

Speaker 1: What else would I have called it? Acme, Incorporated? Then we'd be making anvils.

Speaker 2: Anvils and explosives and those old push detonators.

Speaker 1: Yeah. Okay. Back on track, what is it that we do? We're going to talk about starting, running, and growing your online business. That's what it says at the beginning of every show we do that big voice guy. Our friend, Jon Williard, voice over productions.

Speaker 2: Yeah, our buddy, our pal.

Speaker 1: \$100, Jon. Sponsor.

Speaker 2: Sponsor.

Speaker 1: He says, "Start, run, and grow your own online business. You can do it."

Speaker 2: Then, Emerson drive-

Speaker 1: Sings a little jingle.

Speaker 2: Right.

Speaker 1: Emerson Drive, \$100.

Speaker 2: \$100.

Speaker 1: [caching 00:03:22]. I need the caching sound.

Speaker 2: Yeah, you do.

Speaker 1: All right. We're going to talk about what we do. We've also got a tip of the week this week about the best doggone task management system we've ever discovered. We're using it as-

Speaker 2: It's actually turned me into a to do list person.

Speaker 1: I know, and you have never-

Speaker 2: No. Not really.

Speaker 1: You've hated to do lists.

Speaker 2: I don't really like to do list programs.

Speaker 1: You have actively rebelled against any attempt for me to get you to do this. All of the sudden-

Speaker 2: I don't know if I'd say I'd actively rebelled.

Speaker 1: I would say it.

Speaker 2: I would say I passively-

Speaker 1: Resisted? Resistance is futile. It's worked pretty well for you so far. Anyway, that's all coming up. First, I have to find the correct button to push. I don't want to edit any of these episodes.

Speaker 2: This is why we need a producer, like a live, in-studio producer.

Speaker 1: It would take the life out.

Speaker 2: It's true.

Speaker 1: It would be kind of cool to have a producer thought. I wonder what Bob Cassel's doing, Dave.

Speaker 2: I was just thinking about Cassel.

Speaker 1: Bob Cassel, one hundred dollars. Bob, we used to work with in radio.

Speaker 2: Yeah, he was Jay and Kevin's producer?

Speaker 1: Yeah, on the Jay and Kevin show. Jay and Kevin, Coyote Country Spokane, Washington, one hundred dollars. A hundred bucks.

Speaker 2: A hundred bucks.

Speaker 1: Caching. Spiritual foundations is what we are doing. I'm often asked by people, "Why is it you mix your spiritual stuff with your business stuff? Why don't you separate the two out?" I had somebody ask me that this week. In the spirit of honest inquiry, they didn't understand.

Speaker 2: Right.

Speaker 1: I kind of explained to them that for me, this is the difference that I've identified it, actually for myself, or whatever, thought about it this way before. For a lot of people ... Let me say this differently. For me in the past, my spiritual life was a Sunday thing. I did it on Sunday. I was covered with eternal fire insurance for the next seven days, until the next seven days.

Speaker 2: It was only a seven day-

Speaker 1: Seven day expiration.

Speaker 2: Right. You had to continuously renew.

Speaker 1: Had to pay your premiums every week.

Speaker 2: Right.

Speaker 1: Then-

Speaker 2: I think someone nailed a document to a door about things like that.

Speaker 1: Yes, he did. Made a big to do.

Speaker 2: Big mess too.

Speaker 1: Big mess.

Speaker 2: Let's not go down that road.

Speaker 1: Let's not. The point is, I reached a point where my spiritual life became an active part of my life. My relationship with God became a real relationship. It became something that I can't separate from any other part of my life. It's like if you're married to someone, you don't let them walk around behind you and pretend they're not there.

Speaker 2: Right.

Speaker 1: I feel like, in a way, spiritually ... it's not in a way. It's explicitly spelled out like this in the Bible that I read and believe that we are-

Speaker 2: The bible that you read.

Speaker 1: Yes.

Speaker 2: Not the bible. It's just the bible.

Speaker 1: It's the bible, and I was saying that I read it and believe it. It's not a specially edited version of the bible.

Speaker 2: Did you see that Phil [Drysdale 00:06:42], it's like the last month or so?

Speaker 1: No.

Speaker 2: I think it was for April Fools. He talked about editing his bible.

Speaker 1: No.

Speaker 2: He's like, "Oh, yeah. See, I hate this chapter," and he just rips the page out.

Speaker 1: What?

Speaker 2: It was a joke, obviously.

Speaker 1: PhilDrysdale.com, a hundred bucks.

Speaker 2: A hundred bucks. We love you, Phil.

Speaker 1: Yeah, we do. The bible says that we are the bride of Christ. Yes, even the men are the bride of Christ. I can't walk through my life and pretend that Jesus is not in the room and ignore him. I just can't do that. It's rude. It's hurtful. That's why we do a spiritual foundations part of the podcast. If you don't like it, if you're not a believer, if you don't believe the same things we do, that's okay.

Speaker 2: That's okay.

Speaker 1: It's not our job to make you believe what we believe, but it is our job to be who we are.

Speaker 2: Yeah.

Speaker 1: That-

Speaker 2: It's our job to be who we are.

Speaker 1: It's a hard job.

Speaker 2: That's a good saying.

Speaker 1: A lot of people have difficulty doing that job.

Speaker 2: I know. I'm saying it's a simple yet profound statement.

Speaker 1: Oh. Thank you.

Speaker 2: You're welcome.

Speaker 1: Just playing my little ukulele here.

Speaker 2: I know.

Speaker 1: That's a lie.

Speaker 2: You do have a ukulele though.

Speaker 1: I can't play it.

Speaker 2: A uke.

Speaker 1: A uke. I am going to start playing the guitar.

Speaker 2: I know. I've been meaning to ask you.

Speaker 1: You refurbished a guitar for me.

Speaker 2: Right, and it's ready. It's been ready for awhile.

Speaker 1: I just have to practice. Okay, so back to the tip of the week. Let's let you talk about this, because I'm always talking about productivity apps and different things I've tried, but what turned you into a to do list guy?

Speaker 2: Well, to doist.

Speaker 1: To doist. T-o-d-o-i-s-t.

Speaker 2: I think it's a port man toe of to do list. Todoist.

Speaker 1: I never thought about that.

Speaker 2: If you don't know what a port man toe is, that is when you take multiple words and slam them into one. I can't come up with another good example off the top of my head, but I make them up all the time.

Speaker 1: Is podcast a port man toe?

Speaker 2: It could be.

Speaker 1: Ipod and broadcast?

Speaker 2: Yeah, a podcast. That would be a port man toe. Yeah. Absolutely. Todoist, it's a great app.

Speaker 1: Why?

Speaker 2: It's so simple. I've used other ... I have a hard time putting my finger on it, because I was telling you yesterday or the day before, we've used other to do apps like [NoseB 00:09:21]-

Speaker 1: Omnifocus.

Speaker 2: -omnifocus and things like that. Honestly, structurally, it's fairly similar, but there's something about todoist that makes it easy and uncluttered and helps me focus and puts everything in one place.

Speaker 1: That's what everybody on the team who's been using it has been saying. Tammy, our assistant, when I got the team version and invited her to be a part of it, she immediately sent me a message back that said, "I love todoist."

Speaker 2: How many times have we said Todoist? They owe us a lot of money now.

Speaker 1: I think we're up to about \$600.

Speaker 2: Refer for them.

Speaker 1: Todoist, \$600. \$700. Sponsor.

Speaker 2: Sponsor.

Speaker 1: We have a long list of sponsors today.

Speaker 2: I know, right? We went from no sponsors to-

Speaker 1: We totally did a 180 on that.

Speaker 2: How many sponsors can we cram into an episode?

Speaker 1: I don't know, but we also said ipod.

Speaker 2: That's true. Apple.

Speaker 1: They still make those?

Speaker 2: Yes.

Speaker 1: Really.

Speaker 2: The touch. They look like a really skinny version of a phone now.

Speaker 1: So, it's like I would like an iPhone without a phone in it.

Speaker 2: Yeah, I think it's actually for people who have teens and stuff like that.

Speaker 1: Oh, they don't want them to have a phone.

Speaker 2: Right.

Speaker 1: Well, here's a hint to you parents. They have a phone. You just don't know about it. It's better that you get one you don't know about.

Speaker 2: Right. Todoist is really great. Honestly, part of it was also inspired ... this is going to be not related to our tip of the week but coming back from our Regency meeting, all the productivity talk got me all jazzed up to be-

Speaker 1: Oh, that's true. Regency is a mastermind group that our top level clients invest in to be a

part of. We lead the group. One of the great things about doing that is we get paid to learn from our top students.

Speaker 2: Yeah, because we started doing this thing where we call them little ten minute ted talks.

Speaker 1: Yeah.

Speaker 2: Before people have their mastermind session where we help them grow their business, they share ten minutes of something valuable that they've learned. I think it was you who said, "I don't know how I accidentally stumbled upon where I'm paying you to come and speak to teach me."

Speaker 1: You're paying me-

Speaker 2: You're paying me.

Speaker 1: -to come and teach me, but it's awesome. You should all do it.

Speaker 2: Todoist. It is. It's really ... I can't quite articulate why I like it.

Speaker 1: I can't really ... I can tell you that I can say the same thing you said. It's simple, it's easy, it's intuitive. You don't really need a manual. It's flexible. You can use it the way you want to use it. There's just something about ... it just works so well. It's kind of like an Apple product.

Speaker 2: It is. Although, their reminder program is not quite as good.

Speaker 1: No, they could ... we shouldn't say that, because then they might steal it from todoist and Sherlock them. Look it up. Google. There's about 3 sponsors we just mentioned in there. You all owe us a hundred bucks.

Speaker 2: You know who you are.

Speaker 1: Yes, you do.

Okay, didn't we say when we started that this was going to have to be a short episode?

Speaker 2: Yes.

Speaker 1: We should tell you right now, we're doing this series, and we're doing the first three episodes in one sitting, because we're going to be on family vacation. That means that we're recording them in advance. We only have a limited amount of time before we have to get the heck out of dodge. We're cramming a lot of high quality content into a very short series of podcasts supposedly. This one is already long. We'll see how it goes.

Speaker 2: We'll speed through the rest of it.

Speaker 1: Today's topic-

Speaker 2: You know, the important content stuff.

Speaker 1: Yes, the content stuff.

Speaker 2: We're just going to blow right through that. All the jokes and the sponsor things, that gets the-

Speaker 1: Rabbit trails. That's 80% of the show. 20% is the part that matters.

Speaker 2: It's the 80-20 rule, right? 20% producers-

Speaker 1: It's gospel truth. It's written by Parry Marshall. Parry Marshall-

Speaker 2: A hundred bucks.

Speaker 1: -a hundred bucks. Start, run, and grow your online business is the title of the episode, and that's really probably a bad title, but I didn't have time to think of a better one. The reason behind-

Speaker 2: Actually, I thought plan z revolution-

Speaker 1: I'm just trying to ignore that I even wrote that.

Speaker 2: Okay, sorry.

Speaker 1: Plan z.

Speaker 2: I want to go back.

Speaker 1: Yes, can I go back? I want a do over on that. This grew out of a discussion about ... it's been an ongoing discussion around our offices, around our company, which is, "What do you guys do?" This conversation comes up with my family especially, like my dad, who ... you were visiting with him. We were not there. You were visiting with him, and didn't he ask you?

Speaker 2: Yeah.

Speaker 1: How did he say it again?

Speaker 2: I can't remember the exact wording, but everyone asks the similar question. "What exactly is it that you do?"

Speaker 1: We know you're successful at it, but what do you do?

Speaker 2: Right. What do you do?

Speaker 1: We've been thinking about how we explain that. Okay, so I'm going to do it this way. I'm going to start by explaining something else that happened at regency mastermind. I'm going to hold that in abeyance. We'll talk about that later.

Speaker 2: Abeyance.

Speaker 1: Abeyance.

Speaker 2: Nice.

Speaker 1: Look it up in the dictionary. Dictionary.com, a hundred bucks.

Speaker 2: I wonder if someone is keeping track.

Speaker 1: Probably one of our faithful listeners. If you would just send us the list with the links-

Speaker 2: That's a lot of work.

Speaker 1: -so we can document all these people that owe us money. We can invoice them.

Speaker 2: Invoice them. Do the Dennis Macantee method.

Speaker 1: A hundred bucks, Dennis, and the ones that pay us are our advertisers.

Speaker 2: Yeah.

Speaker 1: I'm best known as a copy-righter.

Speaker 2: Right.

Speaker 1: That's how I became famous to a really tiny group of people. That's how I put it. What do you do? I'm famous to a very small group of people. I write direct response marketing copy. It's the words that sell stuff on people's websites mainly. Mainly, really for product launches. Those thing where people send you a series of videos and you end up spending \$2000, and your wife goes, "What?"

Speaker 2: What?

Speaker 1: That's only true for some people. It's never happened to me.

Speaker 2: Right. You only know because you've heard.

Speaker 1: I've heard from other people.

Speaker 2: Right.

Speaker 1: I write copy, or I did. I don't write copy for clients anymore with one exception currently. There's no need to go into that, because I now teach people how to write their own copy. We have a course that's called "the copyrighting academy", which teaches you how to write the words that sell your stuff. Here's what we discovered is that when we teach about writing copy ... I have to tell the greenroom mastermind story now.

Speaker 2: Okay.

Speaker 1: This is going to be a very confusing and irritating episode for a lot of people, but you should know, we both just had a macchiato. It was filled with caffeine.

Speaker 2: A really good coffee, but it was high caffeine.

Speaker 1: From Rebel 77 in Spokane, Washington.

Speaker 2: A hundred bucks.

Speaker 1: A hundred bucks. Greenroom mastermind is a mastermind that was started by Cliff [Ravenscraft 00:16:15] and Pat [Flynn 00:16:14] some time ago. Other members of the mastermind include Mike [Stelzner 00:16:22] of social media examiner, and Leslie Samuel of becomeablogger.com and Mark Mason of latenightinternetmarketing.com.

Speaker 2: Three sponsors?

Speaker 1: Four.

Speaker 2: Four. You know who you are.

Speaker 1: A hundred bucks. Once a week, we meet, and then every ... we cycle through everybody in the group, and they each get a hot seat each week, once every five weeks or something like that, however that works out, whatever the math is. At a regency mastermind, our friend Mike Kim, of Mikekim.com, caching, he introduced a great new way of doing a hot seat at a mastermind. If you don't know what a hot seat is, this is how it works in a mastermind group. You come in front of the group and you say, "Okay, here's a problem or a challenge that I'm having right now. I'm not getting enough new customers or I'm getting too many customers," or whatever the problem you're having is. "I can't find a good web designer. I can't manage my time." Whatever your challenge is.

Then, the group begins offering you suggestions. They ask you a lot of questions, and it's called hot seat, because it gets a little uncomfortable, because they ask you stuff like, "Well, how are you managing your time? Did you organize your work?" Blah, blah, blah. It's a hot seat.

Speaker 2: "What's the purpose of your business?"

Speaker 1: [uhhhh 00:17:43].

Speaker 2: Uhhhh.

Speaker 1: Then, we make them cry. Mike Kim had this cool thing that he did. He said, "Here's what I want you guys to do. I want to do it differently. I want to have you guys talk about me as if I'm not in the room."

Speaker 2: He actually stepped away from the table and turned around.

Speaker 1: Turned his chair around so he wasn't facing us. He said, "Just have this conversation." If I was Mike, this is what I would do. For the next twenty minutes-

Speaker 2: Yeah, twenty minutes or so.

Speaker 1: -we all talked about Mike. We're like, "If I was Mike, this is what I would do. I wonder Mike doesn't ever do this. I wonder why Mike hasn't done that." It had to be extraordinarily uncomfortable for Mike.

Speaker 2: Yeah. It was very revealing.

Speaker 1: It was awesome.

Speaker 2: Yeah, it was very powerful.

Speaker 1: Yeah, and it came toward the end of our mastermind session, so everyone was like, "Why didn't you tell us about this before we started?"

Speaker 2: I wish we all could have done this.

Speaker 1: We did it for the next person, and then I think we were done after that.

Speaker 2: It was, yeah. I think we were done.

Speaker 1: Now, we're doing it in our weekly sessions that we do on Zoom. Anyway, I came to the greenroom mastermind with that idea. It was my hot seat this week, and I said, "Guys, this is what I would like to do. I would like you to talk about me as if I'm not in the room. I want you to have this conversation." If I were Ray, I would do this. Now comes the part where I'm not going to name names, because I don't want to make anybody publicly feel bad.

One of the people in the group, my mastermind group, that I've been a part of now for two years, we're very close friends. We hang out together when we go to conferences and so forth. One of the people in the mastermind group says, "Okay, Ray, I need to ask you a question. Oh, wait a minute, I can't talk to Ray. It's like he's not in the room. Okay, other person in the group, can you explain Ray's business to me? What does he do exactly?" That was like I went, "Oh, interesting."

There was a debate about whether I was a copy-righter or whether I helped people start businesses or do internet marketing or do product launches. It went round and round and round, and finally, when they were done discussing what they would do if they were Ray ... some of it was on target, some of it was wildly off target, then I had a lot of clarity myself. It said, "Okay, let me just tell you some facts," when I came back "into the room." Let me just tell you some facts, guys. I'm not going to give you my opinion, but I'm going to tell you this. These are facts that I know through surveys of my audience and through buying habits of the people that actually purchase from us.

First of all, I don't have a lot of products. Somebody said, "Ray offers all kinds of things for sale." No, I don't. How many products do we have that we actively sell?

Speaker 2: Two?

Speaker 1: Two. Copyrighting academy, which is off the market currently, and the rapid writing method, which is currently-

Speaker 2: I think you can still get to with from your website, but we're no actively promoting it.

Speaker 1: Right, so that was an interesting misconception. Then, the other things that I shared were that even though ... The debate was you sell copyrighting stuff to advanced marketers. You're not for beginners. I shared with them that's not really true, because 60-70% of the people that buy copyrighting academy are absolute beginners. They're not advanced people. That doesn't mean they're not smart people. Most of them are very successful. The average age of our customer is 45 years or older. The average income starts at \$75,000 a year. The average educational level is graduate school, a master's degree or higher. We have a lot of Phds, Mds.

Then, I shared that ... and the three things that come up most often after they buy copyrighting academy are number one, I don't have a product. Number two, I don't have a list. Number three, I don't know how to actually start and set up my online business. We went back to the slogan from the beginning of this show. Ray helps people start, run, and grow online businesses. The way we do that is through copyrighting and through building a product, building a list, how to set up your online business. This was one comment that came right at the end of the show. The show, the mastermind call. I did capture this. This was Mark Mason who, after all that discussion said the following thing.

Speaker 3: Can I make one more comment about Ray as if Ray wasn't here? Ray, somehow, your unfair advantage is the fact that you have this vision of the world, this world view, that all of these things that you're really good at, like copyrighting and all this other stuff, are about something that is much bigger and much more important than conversion rates and revenue. That's, to me, the reason people listen to the podcast. That's really what resonates. Yes, you can get results, but it's the targeting and messaging of that and what's really underneath it that your unfair advantage in the marketplace. I hope whatever your plans are emphasize that.

Speaker 1: I though that was well said.

Speaker 2: Yeah, that's very cool.

Speaker 1: What is this world view that we have? The worldview, now we're actually getting to the content of the episode.

Speaker 2: Wow.

Speaker 1: I know. We believe that if you are listening to his show, you're probably drawn to, some would say called to, start a business. We believe that you should. Here are seven reasons why we think you should start a business. Number one, you won't get fired from your own business.

Speaker 2: That's true.

Speaker 1: Probably. Sometimes, I'm tempted to fire myself. Like right now. This episode has gone way too long. I'm tempted to just say, "Edwards, you're fired." Number two, in your own business, if your boss turns out to be a jerk or an idiot, you can make him or her change.

Speaker 2: People, don't change, Ray.

Speaker 1: Don't they? What about Donald Trump? Donald Trump? A hundred bucks.

Speaker 2: A hundred bucks.

Speaker 1: Number three, despite government meddling, owning a business is the best tact strategy going. I will say this about Trump. I'm not endorsing any particular candidate, but I saw a big article with a big headline. I think it was the Wall Street Journal that said, "Trump admits to paying the least amount of tax possible."

Speaker 2: Well, duh.

Speaker 1: Well, duh.

Speaker 2: Duh.

Speaker 1: Does that even need any comment?

Speaker 2: Everyone is trying to pay. All the ads for turbo tax and everything are to get the biggest refund possible.

Speaker 1: Apparently, if you make more money than other people-

Speaker 2: If you make more money, that's not fair. That's not cool. I have double standards. I shouldn't have to pay very much in taxes.

Speaker 1: You should have to pay a lot.

Speaker 2: Yeah, I should be able to use as many loopholes as possible, but you shouldn't be able to use any.

Speaker 1: I need your money.

Speaker 2: Anyway-

Speaker 1: Number four, every day, you get to start over.

Speaker 2: If people are mad because you interject your spiritual stuff, what about those comments?

Speaker 1: That will get people mad too.

Speaker 2: Okay, number four-

Speaker 1: Every day you get to start over. By the way, if any of that stuff made you made, just click delete on your listening device or you can comment and have dialogue with me on the website if you're nice. Number five reason you should start a business, you literally write your own paycheck.

Speaker 2: Literally.

Speaker 1: Literally.

Speaker 2: You can literally write your own paycheck, but-

Speaker 1: You can get out a pen and take your check book out, and write your paycheck.

Speaker 2: It's very archaic to do it that way.

Speaker 1: I don't know why you would, but you can also decide how much that paycheck is going to be and take actions to make that so.

Speaker 2: Yeah.

Speaker 1: Number six reason you should start a business, you help others while helping yourself.

Speaker 2: What?

Speaker 1: What? It's true. You help others while helping yourself. Reason number seven, here's the one that will set of some people's-

Speaker 2: Some people. Other people will be very happy about it.

Speaker 1: -anger. Only entrepreneurs will save the world.

Speaker 2: Oh.

Speaker 1: Before you try to Jesus juke me, Jesus is the ultimate entrepreneur.

Speaker 2: Yeah.

Speaker 1: He started up this little thing called the universe a long time ago.

Speaker 2: A long time ago, and you know what? My friend, Cody [Libolt 00:26:18], a hundred bucks, Cody. Ifwewilllive.com. He posted a-

Speaker 1: Blog post?

Speaker 2: No, a comment about what you just said. It left my mind, but it was totally applicable. What did you just say?

Speaker 1: Jesus is the ultimate entrepreneur.

Speaker 2: Yes. He said for most of Jesus' life, he was a worker. How did he put it? He was an entrepreneur working in a for profit ... a builder working in a for profit venture.

Speaker 1: Right, exactly.

Speaker 2: Before he started his ministry.

Speaker 1: Right. Think about that. Why do I say only entrepreneurs will save the world? Most of us, many of us, let me put it that way. Many people think that politicians and policies and governmental interference, I mean, excuse me, governmental assistance will save the world, right the wrongs, smooth out the inequities.

Speaker 2: Or, the Christian population thinks, and this is true, but it's just going to come through magic-

Speaker 1: Yes.

Speaker 2: Let's just get in our little boxes every week and pray that God will do something.

Speaker 1: Here's, in our view-

Speaker 2: Entrepreneurs go out and make money and change the world.

Speaker 1: Exactly. We create jobs. Politicians don't create jobs.

Speaker 2: Right, we create jobs.

Speaker 1: We create wealth, we make money.

Speaker 2: Right, we literally create value and add it to the world.

Speaker 1: We don't steal it from people or take it from people.

Speaker 2: It is the closest thing to being like God. We take ideas, which are immaterial, and turn them into material.

Speaker 1: We do. We do indeed. All right, so if you're still listening, what kind of business do we suggest you start? We actually have a very specific suggestion. There are all kinds of legitimate businesses to start. You can start a retail store or a car dealership or law practice or chiropractic office. We've worked with all these different kinds of businesses on their marketing. A dairy farm, there's so many different ... there's literally tens of thousands of different businesses you could start, but we recommend for most people listening who are entering into a new phase of their life, want to start a business from scratch, what we call a wisdom enterprise.

It's something based on your wisdom and experience. I left the radio business in 2006 to start my own wisdom enterprise. I didn't use that term then, but that's what it was. I started a business selling my experience, my expertise, my knowledge, and that's what I call a wisdom enterprise. Since that day, I have never ... I was going to say I've never considered taking a job. That's not true. There have been days where I have thought about, not recently, that's not true either.

There have been days where I thought maybe I should just get a job. This is a lot of responsibility. Our business is going through such a growth phase.

Speaker 2: Yeah it is.

Speaker 1: It's crazy. It is a lot of work. That's why they call it work. If it wasn't work, they would call it happy, wonderful fun time, which it is most of the time. Also, since that day, we have never failed to make less than a six figure income.

Speaker 2: Yeah.

Speaker 1: It's not only ... you might say, "It's not possible for me to start a business like that." Bull stuffings.

Speaker 2: All right.

Speaker 1: Bull feathers. I was going to say-

Speaker 2: Yeah, I know what you were going to say.

Speaker 1: Part of my code is I don't swear.

Speaker 2: Right.

Speaker 1: I don't always live up to my code, but I try real hard. It's not only possible for anybody to start this kind of business. I believe every person who wants to start a business should consider doing so, even if you're in another kind of business. Even if you have a dairy farm, for instance. I believe you should have part of your business be devoted to this wisdom thing. Here are some reasons why. As you might imagine, I have seven reasons why. Number one, it accelerates your own professional growth. I don't think it's a secret that focusing on your strengths is a key to professional success. I think most of us know that.

When you engage in a wisdom enterprise, you're building on your strengths. Number two, it multiplies your personal income quicker than anything else. You've seen that unfold for us and for our clients. Those who listen to us. A wisdom enterprise takes your expertise and turns it into a valuable product or service. It means that instead of working one to one with people, you can now work one to many. You can multiply your yield for your wisdom and experience. You can make money literally while you sleep. Number three, a wisdom enterprise enables you to surround yourself with extraordinary people. What happens is when you share your wisdom and your vision, like Mark Mason was talking about ...

Mark Mason-

Speaker 2: A hundred bucks.

Speaker 1: A hundred bucks. You attract like minded people. People that are eager to grow and share their wisdom as well, just like the people in our regency mastermind group. These new relationships enrich your life and your business. The people in regency are not just clients or customers. They're our friends. We like hanging out with these people.

Number four reason why you should start a wisdom enterprise, it delivers value to other people in the best way possible. Whenever you can link your business with relationships, everybody wins. A wisdom kind of enterprise promotes relationships. People get to know, like, and trust you. You're not a faceless corporation. You're not evil corp.

Speaker 2: Yeah.

Speaker 1: Silicon Valley.

Speaker 2: A hundred bucks.

Speaker 1: Inappropriate show, but funny. Number five, a wisdom enterprise attracts influential people with unique opportunities for you. Other successful people are always looking for new opportunities, new ideas, new ways to invest in time, money, energy, support. A wisdom enterprise will attract people who are looking for what you have to offer. It may be just what these other folks are looking for, and you'll benefit from their wisdom

and influence as well, which we have seen. I don't cultivate friends because they're influential, but because we wield some amount of influence, we attract friends who also do that. We all win. The people they influence, the people we influence, and we benefit one another in the same way.

Number six reason you should start a wisdom based enterprise, a business based on your knowledge, wisdom, and experience, it promotes the mastery of your life skills. Let me tell you, when you share your wisdom with other people, you start meaningful discussions, and you generate questions. Engaging in those kind of question and answer sessions and having people ask for your advice and having people watch to see whether you walk your talk, causes you to master those skills even more. You know, "I said that, now I have to live up to it." You're putting, in a way, positive peer pressure on yourself to continuously increase your skills.

Then, number seven reason for considering a wisdom based enterprise as the kind of business you start is it provides, I believe, the best way to express your gifts and talents. In most jobs or businesses, you only get to use your true expertise, at best, part of the time, and at worst, maybe none at all. You're just a cog in their wheel. My suggestion is build your own wheel. Dan Sullivan, of Strategic Coach, teaches people you need to operate in the area of your unique ability.

Speaker 2: A hundred bucks.

Speaker 1: A hundred bucks, Dan Sullivan. \$200. You can Paypal it to us. You need to operate in the area of your unique ability. You can't do that all the time unless you are running the business or unless you work for an enlightened entrepreneur who realizes that by employing you to only do the thing you're uniquely qualified to do, they get the best yield for their investment in you. I'm not against people having jobs. We need people to have jobs. We need people to have jobs for our business. Try your best to find somebody to employ you who follows the things that we're saying to you right now.

Those are the seven reasons. I would offer to you this, consider starting a business that lets you share your wisdom, knowledge, and life experience. That means a business where you tell your story, you deliver your message, you deliver your expertise and knowledge, and you get paid for it. I believe that the world is waiting for you to step up, to speak up, and to level up. I get that. I understood that.

All right, so there you have it. That's what we do. We help people start, run, and grow an internet based business. We recommend that you start the kind of business based on your knowledge, wisdom, and experience. We're going to continue this series. By next week, we're going to explore the start part of start, run, and grow your business. You can see how that's going to go. We're going to have an episode on starting your business, an episode on running your business, and an episode on growing your business.

Speaker 2: Wait, what? You totally just threw me there.

Speaker 1: Did I blow your mind?

Speaker 2: You blew my mind.

Speaker 1: Mind blown. Now, we're recording the first three of these episodes before we leave for vacation.

Speaker 2: Yes.

Speaker 1: What we want, is we want your questions and your input and your feedback. For the first three episodes, you're going to have to be happy with leaving comments on the website. For this episode, it would be at rayedwards.com/234 or you can respond on social media. Also, there's a voice-mail button at the bottom of the post at rayedwards.com/234. That's where you'll find the show. It's with all the sponsored links. We're totally joking about the sponsors thing. I hope you get that, but you press that voice-mail button, and you can actually record your voice. When we get back, by the time we get to episode four, the episode about-

Speaker 2: Growing.

Speaker 1: -growing your business, we'll actually put you on the air, so to speak, get you on the show.

Speaker 2: You won' actually be on it. We'll read your question or respond to your question.

Speaker 1: If they leave a voice-mail-

Speaker 2: Oh, if they leave a voice-mail.

Speaker 1: -we'll play it back.

Speaker 2: As long as it's not too rambly.

Speaker 1: Make it concise. Make it brief and powerful, unlike this episode. Be sure to mention your website if you have one. That's a capitalistic kind of thing to do. You can do all that at rayedwards.com/234. This is the point where I just turn the thing over to you. This is the part on [schflockets 00:37:54]-

Speaker 2: When we dance.

Speaker 1: -we dance.

Speaker 2: If you found this episode helpful or offensive-

Speaker 1: Sorry.

Speaker 2: -please consider subscribing.

Speaker 1: Let's try that again. If you found this episode helpful or what?

Speaker 2: Or offensive.

Speaker 1: Okay. Go ahead.

Speaker 2: Consider subscribing.

Speaker 1: Yes, so you can be offended on a regular basis.

Speaker 2: You can be offended on a regular basis. Maybe you're just someone who likes to be offended.

Speaker 1: There are those people.

Speaker 2: There are. Please subscribe using the apple podcast app and download the app. You can get the transcript for the show by going to rayedwards.com/230 and leave your questions by pressing the voice-mail box.

Speaker 1: All right. I'll leave you this thought. The most profitable business to start is one where you get paid for what you already know.

Speaker 2: Boom.

Speaker 1: Until the next time, may God continue to bless you even if you don't believe in him. May he do more for you than you can ask or possibly imagine. Peace.