

Package Your Passion Episode #239

Ray Edwards: Ray Edwards show episode 239 Package your Passion.

The Ray Edwards Show. Live your destiny by design, start, run, and grow your own internet based business. And create the life of your dreams. You can do it. This is the Ray Edwards Show. [music]

Ray: Yes. Welcome to the *Ray Edwards show*. Welcome it is so good to have you here.

Co-host: [laughs]

Ray: I believe I'm going to speak as if I am Higgins from Magnum P.I. for the entire episode.

Co-host: Alright, I look forward to that and so should you.

Ray: So I should too, because I don't sound anything like him right now.

Co-host: No. [laughs]

Ray: He was -- I don't know if you know this, John Hillerman, the gentleman who played Higgins spoke like this all the time on camera and off camera, and he was actually from Texas.

Co-host: Really.

Ray: He just decided as an actor, one day "I think I would get more gigs if I were British." So he began speaking with a British accent from that point forward and he got more gigs. So I think that perhaps I would get more listeners to the podcast if I begin speaking in a British accent from now on.

Co-host: Maybe you should get a speech trainer.

Ray: Make sure I'm not speaking in a low class British accent.

Co-host: No you're like mixing accents or something.

Ray: That's very possible. It happens to me now. Even when I'm not trying to do it. So imagine if I were. So the title of this week's episode is "How to take your life's passion". The thing that lights you up inside. The thing that brings you joy that makes you come alive and turn that passion into a book, a product or a business. That sounds like an internet marketing pitch.

Co-host: It does.

Ray: You can live the life of your dreams. Wait it says that at the beginning of our show.

Co-host: I'm going to put you into my sales funnel-

Ray: And you're never going to get out of my sales funnel.

Co-host: -and you're never going to get out of it and once you upgrade to the final stage, you go into my next, my second funnel which continues to turn you into wealth.

Ray: Yes. So, if you don't know what we're talking about just google J.P. Sears life coach.

Co-host: Yes. [laughs] Life coach.

Ray: JP Sears S-E-A-R-S, life coach. We'll put a link in the show. It's a hilarious skit

Co-host: Although for some of you it might hit a little too close to home.

Ray: But that can't be helped. If it does, it needs to. So, the question is I think this is pertinent to the discussion because there's a view of starting a business based on your knowledge or your wisdom or your experience online. Some people call it the experts industry. Some people don't. But I think we all generally know we're talking about speakers, trainers, coaches, life coaches of topic experts. There's a feeling that doing that is somehow super difficult or that it's a pipe dream or get rich quick scheme. I can tell you that it is not the easiest thing in the world. It is not a pipe dream. It is not a get rich quick scheme.

Co-host: No, it's a get rich immediately scheme.

Ray: Don't get rich quick, get rich immediately. J.P. Sears, 100 bucks. That means J.P. you owe us 100 bucks.

Co-host: Yes, that's what that means.

Ray: You are now, you've been inducted-

Co-host: You're a sponsor. Yes.

Ray: -into our sponsorship program.

Co-host: Without your knowledge or your consent.

Ray: We opted you in.

Co-host: [laughs] you're in our funnel now.

Ray: You're never getting out. So there's a feeling that you have to be that kind of person that we just described to make this work. The fact is you don't. I think it's totally the opposite in fact and we will explore that and get into more of the details of how do you do this. How do you take your passion and turn into a business and we'll have some practical steps you can take to make that happen. That is coming up in this episode as well as a way to triple your productivity.

[radio commercial] Putting first things first in creating prosperity with purpose. This is spiritual foundations.

Ray: This is the part of the show that gets the most emotional responses, but I do appreciate all feedback. I prefer it when you keep it civil because I'm just trying to help. Today I want to talk about something that doesn't get discussed in the realm of business very much. At least not deeply and if I could be so bold as to say, honestly, and that is destructive habits and how we get free from them. I'm not just talking about personal habits like not being on time or shading the truth which are, those are bad habits. Don't get me wrong. But I'm talking about addictive behavior. A continual pattern of doing bad things. Of -- to use a very unpopular term these days, a particular pattern of sin in our life.

Don't let that freak you out, I'm not going to condemn you for anything. I just want to share with you how you can get free of things you already want to be free from. In the gospel of John, chapter 8:11, there has been an interchange where certain officials of

the church brought a women to Jesus who have been caught in the act of adultery and they wanted Jesus to condemn her according to the law. He responded if you remember by saying, "Well those of you without any sin, you go ahead throw the first stone". One by one they all left and then Jesus said to her, "Where are your accusers?" And she said, "There are none here to condemn me".

Jesus said to her in verse 11, "Neither do I condemn, go and sin no more". There are so many people in life who are good people, who are sincere people, who are believers and who struggle to get free of behavior patterns that they know are sinful, that are bad for them. Yet they can't seem to break free. It may be smoking, or overeating, or lying, or promiscuous sex, or an addiction to pornography, or violent movies, which is just another form of pornography. But these are addictive behaviors where we're trying to comfort ourselves with something that can never hope to give us comfort. It's not realistic.

Now the reason why I purposely brought up the word sin and want to use that term is because first of all, I like calling things what they are, and secondly, I want to do my part to help God's reputation a little bit. He doesn't need my help, I get that. But so often I hear people who say, "Well if God's real, he's very judgmental and harsh", and "He doesn't have to be so mean", and "Why is he like that?" and "He's angry", and those are misrepresentations of the God that I know. The true God.

Not because I know him but because it's borne out by the witnesses of so many people over so much time and in his word. God is not telling us not to sin because otherwise he wants to destroy us. God is telling us not to sin so that sin doesn't destroy us. He knows that these things that I mentioned are bad for us. Even if you have been struggling with not drinking or not eating the wrong things or too much other things or if you've been struggling with being pure in your thoughts and in your actions, even when you have goofed up, even when you've made terrible mistakes and decisions, there is no condemnation, which is judgment, legal judgment by the law, there is no condemnation for those who are in Christ.

That's straight from the bible. Because your sins are forgiven, they are washed away by his blood. When God looks at you, he does not see you as a sinful creature in your failures, in your low moments. From the moment you accept Jesus as your Lord and your savior, God sees you in Christ. Christ is seated at the right hand of God right now. So just as Jesus is without sin, he's spotless without blame, so are you. God sent his son, Jesus, to die on the cross for us while we were still sinners. So it's obvious that he doesn't love us only when we're perfect in our behavior and our thoughts because we never are. It's so important that we receive this unconditional love and this gift of righteousness because these are the keys to breaking free from addictive behavior. There are many courses and groups and programs that are designed to help you break

your addictions and your destructive behavior patterns but seeing yourself as God sees you in Christ is the answer to those problems.

Now. Simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

Ray: All right. Tip of the week; how to be three times as productive. Just get three monitors. [chuckles] I know this seems like maybe I'm joking or how could that make you three times as productive and maybe I'm exaggerating about being three times as productive but I definitely find myself being more productive using three monitors and I have three reasons why that is true that I'll share with you right now. Number one is I can keep a resource open on one monitor like my research, my notes, like right now I'm looking at my left hand monitor which has my show notes for this podcast and you can witness to that truth.

Co-host: Yes.

Ray: Then my working document is on the center monitor, in this case it's the recording pane for the application where I use to record this podcasts and then I can keep communication or utilities or chat or something open on the third monitor and that comes in handy if you're doing something like a webinar or a training event. We can communicate with our team behind the scenes while we're doing a live coaching call or group coaching call or something of that nature. So, I've been experimenting with this. I have kind of a ghetto set up as or right now. I've got two monitors on a very desk, standing desk unit and then I've got my laptop. How would you describe the stand that I'm using?

Co-host: Well you have on a nice stand. But the stand itself is on a couple of small cardboard boxes.

Ray: It's what worked at the moment that I was putting this all together because I was just testing this three monitor theory. So, I'm going to move to a more formalized version of this because I'm proving to myself that this does make me more productive. One suggestion that I would give you and this-- I don't own these yet but this is what I'm looking at doing. My options are I believe either, I'm going to get an iMac and then have two monitors, one on either side of the iMac, which by the way I was thinking about getting a Thunderbolt monitor--

Co-host: Now you can't.

Ray: But apparently I won't be doing that.

Co-host: No. But the new ones that are rumored to be coming out to replace them are going to be more awesome.

Ray: So, that is exciting. So, I may wait a little while for that solution. The other solution which is probably what I'm going to do for the immediate future is get a Henge Dock and we'll have a link to this in the show notes but it's H-E-N-G-E D-O-C-K-S dot com, www.hengedocks.com. You actually put me onto these so why don't you kind of describe what a Henge Dock is.

Co-host: Well, it's this futuristic thing. It's designed from-- You can buy one for different kinds of laptops. The one I saw was for the Retina MacBook Pro and it's designed to-- You just set your computer into the stand and then it has two little motors that bring these things on the side and then they plug into all of your ports. So, your power, your USB, your Thunderbolt, they plug into all of them and then they expand upon that and you like double, triple, the number of ports that you have.

So you can have your entire set up there, your monitors, everything ready to go and all you have to do is come in, drop the computer into place, hit the button in the servos plug everything in and then boom your system's ready to go. Then you just hit the button the servos pull the jacks out and you can just take your computer and leave. There's no unplugging, there's none of that, it's just whoop whoop.

Ray: It's very Robocop-ish.

Co-host: Yeah it's very cool.

Ray: Yes. So, I think I'm going to get one of these and try this out before I go the full getting an iMac, getting the new monitors route. It's about \$450 right now. They've got it on sale. You can actually get this docking unit and their magic keyboard with the track pad on it all for \$449. Which is a pretty darn good deal.

So, we'll have a link in the show notes, hopefully that deal is still good for you if you're interested as you're listening to this episode. So, check it out on that link. Otherwise you just go to www.hengedocks.com. We have no financial interest in that other than Henge Docks we've been talking about you so a hundred bucks. You are now officially a sponsor according to us.

Co-host: We'll send you an invoice.

And now our feature presentation.

Ray: Because we know Dennis McEntee taught us to just invoice people--

Co-host: Whoever pays you.

Ray: They're your clients. That's called the assumptive clause in sales parlance. It's called fraud in other parlances. All right. So, today's episode is about packaging your

passion and I have a couple of different ideas I want to share on this whole concept. The first thing I want to say to you is this is definitely a legitimate way to build an online business.

If you've been thinking about making a transition, if you have left a corporate job or you want to or you want to have your own business or you're retired and you need to make some more money because your investments didn't pan out the way you thought they might-- well that's the case for some people, this is a good option to examine to look at. There are three forces that I feel have converged that really make this possible for us in a way that it has never been possible before. Those three converging forces are--would you like to know what they are?

Co-host: I'd so would.

Ray: Because you have no clue--

Co-host: No.

Ray: Unless you look at the notes I gave you before we started the show.

Co-host: What notes? This is all--

Ray: All made up.

Co-host: All made up on the spur of the moment.

Ray: We're just making stuff up.

Co-host: We're just making it up.

Ray: A little bit. The three forces that are converging are coming together at the same time that make it easier than ever to start your own idea based business, are first of all global networks. This is pretty obvious, we're talking about the Internet of course but it's more than just the internet. It's global cellular phone networks, it's global satellite communication networks, it's actual physical cables. You may not understand it but all of these come together to form the system that allows us to do business in the way we're going to describe.

To be able to sell your ideas online, to anyone, anywhere in the world, any time of the day or night and get paid for it. So, global networks is the first factor. The second factor is instant commerce systems. Now even when I started in this business in the late 1990s, just as a part time operation when I was still in the radio business, it was very difficult to take payments online. In fact there were products that you would pay hundreds of dollars for that taught you how to get set up to take payments online. I'm serious.

To get a merchant account, so you could take credit cards, it was ridiculous. You had to pay like a \$500 application fee and then you had to pay hundreds of dollars per month and you had to go through a rigorous credit check and they actually-- get this. They actually came to your place of business to make sure you were a legitimate business or in the case of the company that I got hooked up with I had to send photographs of my office to prove that I had a actual place of business.

So, it was really difficult and a lot of times their answer was just, "No. You can't take money online." So, that has changed dramatically. It's become much easier to get a merchant account. There are plenty of providers that will give you a merchant account basically they'll approve 98%, 99% of applicants. One of those companies is Stripe. You can also use Pay Pal to take payments. You can get an actual merchant account through Pay Pal, so you can take Visa, Master Card, American Express, Discover Card, and so forth. So, it's not-- and there's plenty of others. There's Braintree, there's a www.powerpay.biz.

There's just tons of different options now that are easy and cheap to use and you can instantly be doing commerce anywhere in the world taking payments from all kinds of different countries in different currencies. It's really astonishing if we stop to think about how much this has changed in just the last few years. Then the third force that has converged with these other two to make it possible to do this business online is the force of digital distribution. This is something that I think we're so familiar with now that we maybe take it for granted, but I still remember how amazing it was to discover I could create a product. It could be an audio file or video files or it could be a text document or a course.

It's all digital. It lives in the cloud, so to speak even before there was a thing called the cloud, you could do this and somebody could buy your product, they can pay you for it, it can automatically be sent to them, they can be sent access without you lifting a finger or even knowing that it happened and they get an email confirming that they got the product, they get their username and password. You get an email confirming the purchase and the money gets transferred to your bank account all automatically.

The product itself is distributed digitally without having to pay postage or put it in a box or make CDs or DVDs. In fact I get annoyed people send me DVDs now.

Co-host: Yes. I mean really all you're sending people are ones and zeros.

Ray: So, why do you want to make me take a DVD-- So, what I have to do if you send me a DVD now is I have to plug in an external drive to my Mac.

Co-host: Yeah because I don't have a DVD drive on my computer anymore.

Ray: Because nobody needs one.

Co-host: Nope. Even though everyone griped when Apple did that, guess what? You don't really need it.

Ray: You don't really need it.

Co-host: Unless you're dealing with somebody who insists on sending you DVD who still lives in 2003.

Ray: Yes, I have to plug the drive in, I have to put the DVD in, I have to use a utility called the Handbrake. If I want to convert it into digital form I can watch it on my iPad or my iPhone. This is the most primitive way, I had to sit there and let the DVD play while sitting looking at my computer. It is so annoying. Don't do that to people, you just send some electrons over the internet and you're all good.

Co-host: I remember when people were like, they starting to call it the cloud, like apparently that's what they're calling it now. Now it's just a thing, the cloud. I like to call it sky net.

Ray: When does sky net becomes self-aware, that's the question.

Co-host: It changes from movie to movie.

Ray: Well it's because of the discontinuity in the timeline. Temporal disruption will do that one for you. Back to our story. **[unintelligible 00:21:04]** on *The Ray Edward Show*, digital distribution, global networks and instant camera systems make it possible for you to take your life's passion and the things that lights you up inside, that makes you happy, that gives you joy, that you love to talk about the most and turn it into a product, or business, or a book or a service.

The question that usually comes up to people at this point is what could I possibly offer? What could I possibly have to sell so that somebody else would be interested in buying? I encourage you to erase those phrases in your language because you're make a presupposition to start with that you don't have anything worth offering to people. You make a presupposition to start with because that's when you make a presupposition to start with.

That's a repetitive explanation from the department of redundancy repetition. This is the portion of the show where it would make me sound much more intelligent if I would simply speak up in a British accent. Explaining the ridiculousness and the pay service, if you will, of the nature of the discussion that we're having. Sometimes, I get lost in the reverie thinking about these things, constructing castles in the air as it were. We all construct castles in the air, the problem only exists when you try to live in them.

Co-host: I'm not going to join you in this, I do a terrible British accent so no matter how much you bait me I'm not going to do it.

Ray: But what if I switch?

Co-host: Not going to do it.

Ray: All of a sudden I started speaking with a different accent.

Co-host: That's also kind of a British one. It's a different British one though.

Ray: All right. Back to the point and I do have one. Let's disregard for the moment that you don't have anything viable to offer. Let's disregard that idea because you do. Here's the objection I hear most often that I think is the easiest riddle to overcome and that is people who say to me, "I really don't have a passion." Really, you don't. I invite you to think about, what do you do when you don't have to do something?

When you don't have to show up for work, when you don't have to do chores around the house, when you don't have to perform to other people's expectations what do you do? Chances are, that you do something that you enjoy. You read a book, you play a video game. You wouldn't know anything about that, would you?

Co-host: No, not at all. Oh crap, it came out.

Ray: I'm so happy you decided to join me in this exercise.

Co-host: No I refuse. Now it's out of principle.

Ray: Resistance is futile

Co-host: No, it's out of principle.

Ray: There are things that you do that you default to, maybe it's going to the bookstore, maybe it's looking at the electronics here, maybe it's fishing or golf and you might think, "That's ridiculous, nobody will pay me on information about bowling." They would if you can show them how you can help them raise their bowling score. Or if you can show that nerdy person how to build a robot from scratch.

That you can fetch and heat their coffee, or if you can show people, believe it or not, there are people who make big money teaching other people how to cheat at video games, computer games, I mean, cheats in a computer game is a very big deal and modifications to the game, make it more like, how you want the game to be. You wouldn't know anything about that, would you?

Co-host: No.

Ray: I thought not. Here is one way to think about your passion that is possibly a basis for a business, and that is to take what I call an I-exam and that's the letter capital I not the E-Y-E the thing you see with but it's like an eye exam because when you go to an eye doctor, you know how they take those little lenses? They have like three different lenses and they flip them back and forth in front of you like, "Better or worse? Better or worse?" And they are zeroing in where you have the clearest vision. So if you thinking at your passion idea as a three-lens exercise to clarify which one, or which ones might be most lucrative for you, I would encourage you take three different lists and think of them as three different lenses.

The first lens or list is just write down the things you love to do. Those things you're just talking about, whatever the default interest or hobbies or avocations are, the things that you like to do when you have the option of doing whatever you want to do. That's list number one. List number two you write down the things you're good at and not just the things you think you're good at but other people have told you or constantly do tell you that you're good at. They say to you, "Shawn you're so good at playing the guitar." Or engineering the sound system, tweaking the room so that the sound system sounds great you're so good at that Shawn.

That is a clue that is something that you're skilled at especially if other people tell you. So that's the second list things you're good at especially if other people say you are and the third list is things that other people are willing to pay for and they are also on list number one and list number two. You might say that how do I know if they're willing to pay for? Here is a very scientific, very difficult exercise you're going to use to find out. Go to google, then to Amazon.com and see if they are already paying for it. "But Ray, if people are already selling things about golf, nobody will buy my golf product." "Really? Do you teach them how to play better golf?" "Yes, I can show you how to hit the ball straight, get down the green with the first swing." People might buy that, what do you think Tex?

Co-host: Maybe.

Ray: If people are already paying for it, they don't just buy one product about golf, about bowling or about drawing hard ranges, or about how to keep the deer out of your garden, or about how to make a custom-made guitar. Whatever it is you teach or share with people, they buy every product about that. They can get their hands-on. They visit every website they can find that talks about the subject matter that you're offering. If people are already selling products in that area, or books in that area, or training, or seminars, or coaching or consulting in that area, it's a sign that there is a market for it.

You're going to have a unique take, a unique voice in that matter that's going to appeal to certain number of people. You're the only person they will buy this stuff from. It's almost as if you've got an obligation to share and you get paid to do it. I would like you to think about these three lenses, and this is-- I'm kind of giving you a homework assignment from the podcast, because next week we're going to talk about how to promote the products that you're creating out of this exercise.

Now, I already hear an objection. Ray. I don't know how to create a product, I know I'm interested in how to play Warcraft and I can do it really well and I can teach people how to do it well but I don't have a product about that, I don't know how to make one. Let's not make that into a big deal because if you can speak into the microphone that came with your computer, if you can record audio into your smartphone, if you can turn on the video camera in your smart phone and look at the camera and talk into it and especially if you're playing multiplayer online games and you're talking to people constantly you can create a product.

People make this into a big hard thing and it's not. Making the product is not the hard part. It's actually the fun part, there is a dozen different ways to do that, maybe we'll cover that in a different episode, but the challenging part is once you've have figured out your market, the area that you're going to offer a product in and the subject matter, then the hard part is how do you sell it? How do you promote it?

That's what we're going to talk about next week but until then, I'd like you to think about these three lists and make these lists and actually try to zero-in on your area of expertise and the area that you want to focus on making a product. Number one, the list of things that you love to do, number two the list of things you're good at and other people say so and number three a list of things that other people pay for that are also list one and two, and you should come up with at least two or three answers of things you could potentially create a product about, a book, a seminar, a video, an e-book, a set of instructions, some kind of product. You don't need to be thinking about I need to go buy expensive video cameras or get some kind of special bank account, or go buy a building to put my business in.

Right now zero in on your area of expertise where you're going to be teaching on or sharing or helping people with and then next week we'll talk about how you promote it and we'll get around to the, How do you make it into a product in some later time. Just pack those thoughts about tech and then next week we'll explore how to promote your products. That is how you package your passion. For the recap, if you could do this in an Australia accent I'd really appreciate it.

Co-host: No.

Ray: Okay.

Co-host: Definitely not an Australian or a New Zealand accent. All of those accents I'm not good at. I'm not at them. There are three converging forces that make it possible, Google networks, instant commerce systems and digital distribution in order to find what your passion is you need to do the I-exam which is things you love. Things you're good at and things other people are willing to pay for.

Ray: That sounds awfully simple.

Co-host: It does.

Ray: Could it be that simple?

Co-host: It just might. So if you get something out of the show please consider subscribing to iTunes and give us a rating you put in your real name we will mention you on the show. We are also on Stitcher so if you prefer Stitcher please subscribe there. Go to the website. To get the short notes and the transcript you can go to rayedwardsshow.com/239. Transcripts provided by Success Transcripts a great solution if you need your podcasts, sermon speech or other audio transcribed. They are not actually sponsor even though I read it like it was.

Ray: Not a Sponsor?

Co-host: Not a sponsor. Any parting questions or thoughts?

Ray: I would like to offer you the encouragement that it is possible for you to turn your passion into something that can be a basis for business or a service oriented practice that can pay you today, tomorrow and for the rest of your life potentially. I'm not promising that it will because I don't know you and I don't know your product or service and I don't know what you will do but I know that it is possible and we are going to explore what more in-depth in the coming episodes of the *Ray Edwards Show*. Until we meet again I pray that God will continue to bless you and do more for you than you can ask, imagine or even think, until then peace to your house.