



Ray Edwards: *Ray Edwards Show Episode 274: The Five Readers You Either Benefit or Betray.*

[music]

Announcer: 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*.

Female Speaker: Let's change the world and watch your business grow, welcome to the Ray Edwards Show; the Ray Edwards Show.

Ray: So when you write, whether it's copy, or essays, or words of any nature, you're making a small ripple, but you're making a much bigger impact than you may think because almost without fail, more people will read what you write than you believe. I think you're really setting waves into motion, which makes me think of that song, *Fight Song* by Rachel Platten.

The words to that song are, "Like a small boat on the ocean sending big waves into motion, like how a single word can make a heart open. I might only have one match, but I can make an explosion." That is the power of writing. That's why we're touched by words to songs, we share lyrics. I mean it's not too often we say, "Have you heard the melody of that great song?"

Sean Edwards: Yes, right.

Ray: We like the melody, but we don't go around sharing it and posting it on Facebook as a meme.

Sean: Well, most people would have to know how to read music for that to work.

Ray: That's true.

Sean: What's funny, though, I'm on the worship team and across the board, across the country worship teams, use what are called chord charts which are just--

Ray: Because they don't know how to read music.

Sean: They don't know how to read music. So, I don't know if you know The Babylonian Bee, but it's like The Onion for Christians.

Ray: Yes, it's hilarious.

Sean: Yes, they had one that showed a picture of sheet music and it says, "Music director shows up with paper, with strange images that worship team doesn't know to how to interpret." [laughs]

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Ray: Look, look, it's music written in tongues.

Sean: Yes right. [laughs] Exactly.

Ray: So, we're going to talk about the power of words of writing. More importantly, we're going to talk about the five readers that you either, with your writing, you either benefit, you help them, or you betray them. You betray their trust. You betray their confidence. You betray the nature of your mission for those readers. Does that intrigue you?

Announcer: Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

Ray: I believe we often don't see God's miraculous intervention in our lives because we don't believe he'll do it and we don't ask, and I have good backing on this. It's in the book. It says, "You don't have because you don't ask." Now, if you're not a Christian, then you can think of this section as kind of a feel-good, motivational speaking, self-help section to the podcast that makes you feel better.

In Jeremiah 32:27, it says, "Behold, I am the Lord, the God of all flesh." Pause, just a sidebar. I can't help it. This always happens to me. The God of all flesh, so you mean like even the God of Atheists, and gay people, and people that don't agree with our political opinions? Apparently so.

Sean: Apparently.

Ray: When he says, "Love one another." He means love everybody.

Sean: Not just those who agree with you?

Ray: Yes.

Sean: So you mean if someone doesn't agree with you politically, you shouldn't just call them a racist?

Ray: Exactly. So, "Behold I am the Lord, the God of all flesh, is anything too hard for me?" We believe God for little things like-- this sounds silly, but I believe this. I believe he will supply me often with a good parking space. I know people have been made fun of because of that. People have been excoriated because of beliefs like that, but we don't have a problem asking God for small things like a parking space or to relieve a headache. But pray for God to relieve or heal a killer disease like cancer?

Somehow, we think that's harder for God, like it's easier for him to give us a parking space but harder for him to heal cancer. Well, it definitely is harder for you and me, but God says, "Behold, I am the Lord, the God of all flesh, is there anything too hard for me?"

So, I had a good friend, who's an example, of how it's not too hard for God. I had a good friend who was told his cancer was so advanced it would kill him within three

months. He called me. Literally, it's the first time I ever got a call like this. He called me to say, "I'm calling you to say goodbye." I'm like, "Are you moving?" Yes.

Sean: In a way. [laughs]

Ray: Biggest move I've ever made.

Sean: Right.

Ray: Except for when I was born.

Sean: Right.

Ray: But that's another episode, where you were before you were born.

Sean: Right.

Ray: So, we prayed together on the phone that God would heal his cancer. Now, let me be honest, I did not expect that to happen because I thought that's hard. It doesn't happen usually. Unusual cases, it happens, but not usually.

But I got a phone call from this same person six months later, six months later. He called to tell me how his doctor had pronounced him cancer-free. He said, "I asked the doctor, 'How did this happen?' and the doctor said, 'Medically, there's no explanation. This is a miracle.'"

Sean: Wow.

Ray: That's pretty cool and this was four years ago and my friend is still alive.

Sean: Yay.

Ray: So, here's an example from the world of business, since this is a business podcast. This comes from our friend, Andy Mason, at Heaveninbusiness.com. I'll just read you the story as he shared it. Business woman with growing executive suites lease business. So, it's like little office spaces.

Sean: Right.

Ray: In New York City. That's a big city.

Sean: That's a big city. Those little office spaces in New York City are going to be-- have a big price tag.

Ray: Going to be expensive.

Sean: Yes.

Ray: She was short of cashflow to put in additional bathrooms due to the expansion of the suites. She needed money to expand and add bathrooms. However, she felt like God said to her, "Just do the plan and the money will come." Now, I admit, normally, I'm a little skeptical of plans like that.

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Sean: Yes.

Ray: But she did the planning and opened up the walls and found plumbing was already there. It had been closed up in that exact space in the wall, but never used in 30 years. Untapped resources. The plumbing only ended up costing \$250. She didn't have to create it, she just had to tap into it.

So, just know that whatever your needs are, whether it's in your personal life or your business life, God has what you need and he's ready, willing, and able to supply you with it. All you have to do is tap into it.

Sean: Nice.

Ray: Many things are too hard for you and me. Nothing's too hard for God.

[music]

Announcer: Now, simple hacks that make life cheaper, easier, and faster. Ray's Tip of the Week.

Ray: Okay, here's the Tip of the Week. I've heard there's a free course on copywriting available.

Sean: Shameless plug. [laughs]

Ray: Cliff Raven's craft will love this episode. It's a call to action. You have to sign up for this free copywriting course, it's called *Selling Without Sleazing*. Right now, you can get the \$2 billion sales letter and the analysis of why that sales letter worked and how you can use it in your own business. You can get video lessons. Just sign up.

Go to writecopythatsells.com and sign up for the free copywriting course. It's only available for a short time. Then we're going to take it down because we're getting you to sign up now. That's why we're doing it.

Sean: Right, yes.

Ray: As if you didn't know that.

Sean: Right. You didn't know that little trick.

Ray: Yes, now we've revealed a secret.

Sean: Yes, you've revealed a secret. I mean I know it's a surprise.

Ray: I'm the masked magician.

Sean: That all of these online business practitioners, especially the educational ones who have digital educational products. I know it's a surprise to learn that those don't actually disappear. They just turn the links off. I know that's shocking.

Ray: So, you don't have access. That's true.

Sean: It's not like inventory. It's not like we run out of--

Ray: That's true.

Sean: It's not like other people run out of.

Ray: So why do they do that?

Sean: To motivate.

Ray: That's it.

Sean: Because our core message is we want to motivate you to make a decision. Boom.

Ray: Boom.

Sean: If you don't want to buy, you don't have to buy.

Ray: Yes. That's true. We can't force you.

Sean: We can't force you and we don't want your money if it's not going to help you.

Ray: I know. That's a shocking philosophy.

Sean: It's a shocking philosophy.

Ray: I think it's going to work out for us, though.

Sean: I think so.

Announcer: Now, our Feature Presentation.

[music]

Ray: Our Feature Presentation.

Sean: This is a very hanky episode. It just kind of seems almost kind of laid back.

Ray: How can it be so laid back? Because life right now is anything but laid back.

Sean: Yes, right.

Ray: We're doing a product launch; which product launches are easy. It's so much easier than having a job.

Sean: They're easy.

Ray: It's the internet lifestyle. We're actually doing this-

Sean: It's passive income.

Ray: -from the beach drinking Mai Tai's, even though I don't drink alcohol. I'm still drinking Mai Tai's. We just press a button.

Sean: I'm not drinking alcohol either, I'm just still drinking bourbon.

Ray: Oh, okay.

[laughter]

When you start drinking alcohol, like rubbing alcohol, it's become desperate.

Sean: Yes, right.

Ray: We just push a button once a day or so and money comes out of our computer.

Sean: Yes. Well, because that's what all those get rich online quick things told us would happen.

Ray: Yes, and it didn't work out that way. I have a friend-- I think I can call him a friend because we're friendly. His name is Jonathon Mizel. He actually lives in Hawaii now, I think. He's one of the early internet marketing guys. He was early in the days of the internet marketing business. That's capital I, capital M; internet marketing.

Sean: Right, it's different.

Ray: It's not like marketing on the internet.

Sean: It's not online marketing it's--

Ray: It's internet marketing. get rich on the internet without doing any work.

Sean: Right. [crosstalk] informal MLM.

Ray: Jonathon was not into that at all. He said, "This is the only business I know where you can work 18 hours a day, six days a week, so you can earn money while you sleep." I love that guy. All right. So, our feature presentation is called the Five Readers You Either Benefit or Betray. Now, when you write something, I think you should take it seriously. Take your writing seriously, but don't take yourself seriously.

Sean: You should tweet that.

Ray: So, there is more to what you're writing than you may initially realize. There are more readers and they're affected in deeper ways than you may suspect. The first reader that you either benefit or betray-- I bet a lot of people can guess this one because they already read the show notes already. The first reader is you.

How do you benefit or betray yourself? Well, you benefit yourself by thinking through what you're trying to convey to people. I mean, you've been doing a lot of serious writing lately.

Sean: Yes.

Ray: I mean, you give it a lot of thought. I know you're very thoughtful in considering how you're expressing what you're trying to get across.

Sean: Yes.

Ray: I also know that you don't write things that you don't believe.

Sean: That's true.

Ray: I know, as well, that you carefully construct the titles of your blogposts to provoke people to read, "What the heck is he talking about?"

Sean: Clickbait, that's what it's called.

Ray: Clickbait. So, you're the first reader [crosstalk]

Sean: Okay. No, technically clickbait is something different, but it is kind of clickbaity [sic].

Ray: Yes, it is a little bit, but I don't think there's anything wrong with that as long as you deliver and you don't trick people.

Sean: Right.

Ray: But let's get back to you being the first reader. How do you benefit yourself when you're writing that material for your blog? Let's have an open discussion here. How do you benefit yourself by writing that stuff?

Sean: Well, I clarify my ideas. Having to write them and externally process them and then think about how other people are going to interpret them requires me to crystallize my thoughts and ideas more.

Ray: Do you ever have this experience? I'm working on a book right now and this has been the hardest book I've ever written because every time I start writing on a subject, I realize what I assumed to be the answer to the question I was posing was not as simple as I thought it was at first.

Sean: Yes, all the time.

Ray: Now, that would give one the opinion, the idea, the hint that I might have a flexible way of thinking once presented with new evidence.

Sean: No, that's called flip-flopping, Dad.

Ray: I would be waffling.

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Sean: Yes. You'd be a flip-flopper.

Ray: It's a bad thing.

Sean: It's a bad thing.

Ray: Changing your mind in view of new evidence.

Sean: Right, you don't want your elected officials to ever change their mind in light of new evidence.

Ray: No, you want them to stay consistent with what they said when they were elected.

Sean: That's right.

Ray: Because as Emerson wrote, "A foolish consistency is the hobgoblin of little minds."

Sean: Because the kind of elected official and president that I want to lead me and represent me in our government is--

Ray: How does this always come back to the president?

Sean: I don't know. Is the kind that when presented with new information and facts refuses to look at them and stay dogmatically attached to their own agenda. That's the kind of--

Ray: Yes.

Sean: That's what I want.

Ray: That's America.

Sean: So, whenever someone changes their mind, I just call them a flip-flopper. P.S., don't do that. Don't be that guy in the political discussions.

Ray: The flip-floppers, [crosstalk] waver?

Sean: That's such a flip-flopper.

Ray: Yes.

Sean: Come up with a real criticism.

[laughter]

Ray: So, you've thought about this? You benefit yourself by thinking through your ideas?

Sean: Yes.

Ray: You would betray yourself by dogmatically sticking to your premise even though you find a bunch of evidence that says maybe you're wrong.

Sean: Right, and then you betray yourself, too, by not even writing out the ideas, you betray yourself because you-- or maybe you let yourself down because you don't get to command to that knowledge, as well.

Ray: Yes, but let yourself down is not as clickbaity [sic] a title for the podcast.

Sean: No, it's not. I like it. I like your title better.

Ray: So, the second person that you either benefit or betray is your team. Now, you may have a business and have a team at your business, or you may think of them as staff, or maybe you're a leader in an organization like in the government, or in church, or some other organization.

You have a team. Maybe your team is just the people you know who are involved in a certain movement that you're behind or that you're supporting, but when you write, just like you let yourself down by not doing so clearly and diligently and as persuasively as possible, you do that to your team as well because this is what I have found. I have to work on this myself quite a bit because I assume that my whole team knows everything I know. So, I cryptically say things to them and they look at me like-

Sean: "What?"

Ray: "I don't understand what you just said or why you said it or why you said it to me." That's because I didn't take the time to write-- I think you need to write your thoughts out for yourself first, and then for the people that you're working with; your team around you, because otherwise, they don't know what you're thinking. They don't understand your philosophy.

Every endeavor that we're involved in life, whether it's a business, or a ministry, or a governmental office, or you're the head of a charity, or you are part of a club, a book club, every group that you may be part of, there's a philosophy behind why that group exists and you need to think through what that philosophy is.

Sean: That's right.

Ray: I think you need to be able to express it. How would one go about learning to express one's philosophy about things? Write it out?

Sean: Write it out.

Ray: I think people often don't do this because it's hard.

Sean: Yes, it is.

Ray: Words are slippery and to get precise meanings in the precise order, in a way that's intelligible to other people, so that they understand where you're coming from, is not the easiest thing in the world to do.

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Sean: No.

Ray: But it's one of the most fruitful things in the world to do.

Sean: No, and it can be really unpleasant, too, if once you start down that road, you open up and you start to think through things and try to articulate why you believe certain things and suddenly you realize you're a walking contradiction.

Ray: Yes, because too premises that you hold are--

Sean: You suddenly realize or in conflict and you don't know how to reconcile them?

Ray: They're usually exclusive, yes.

Sean: Yes. So, a lot of people just stop there and they decide, "It's pointless." Then they continue to live a contradictory life which leads to angst and emotional upsetness [sic].

Ray: There's a choice you're making in that situation where you're choosing to be ignorant-

Sean: Yes

Ray: -because you don't want to know the truth.

Sean: Right.

Ray: Because the truth makes you uncomfortable.

Sean: Yes.

Ray: I'm not sure who said this, originally. I know who said, "The truth will set you free," originally. That was Jesus.

Sean: Yes. It was that guy.

Ray: But somebody added to that statement and it's not adding to scriptures, so don't-- if you're one of those people, don't send me an email. I don't want to hear it. But somebody added a corollary to that, they said, "Yes, the truth will set you free, but first, it'll set you off."

Sean: Right.

Ray: It's usually the case.

Sean: It is the case.

Ray: It's a deep-seated truth. So, your team is another reader. If you think of them as a group that you either benefit, you help them understand where you're coming from and why you're doing what you're doing as a team, or you betray them by not letting them in on the secret of the game. Why are we playing this game to start with?

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Sean: Right.

Ray: The third reader that you either benefit or betray is your family. Now, this is one that hits home for me about at least twice a year when some member of my family, not the close family, not you or your mom, but most every other member of my family at some point rather will say, "Now, tell me again what it is you do?"

Sean: Right, yes.

Ray: I'm like, "How have I not expressed this clearly by now?" But it's not just about something like what your job is about, it's about what's important to you as a person. I have this belief that we're here not just as carbon-based life units to take up space on the planet and reproduce and--

Sean: Dirty bags of water. If you guess that reference--

Ray: Yes, send us an email.

Sean: Special points, gift, gold star.

Ray: Our rewards program, our obscure reference rewards program. Okay. That sounds like it might need to be a thing.

Sean: Yes, right. [laughs] The obscure reference, because some people will just Google it. I guess that's to be in the honor system.

Ray: But there are things that we say that are so obscure, I don't think if you Google them, it will show up. That one will.

Sean: Yes, I think that one will.

Ray: Okay. If you're listening and you have a rewards program or you know of one that we could easily adapt to be our obscure reference rewards program, let us know because I seriously want to do this.

Sean: We have like a leader board? [laughs]

Ray: Yes, exactly. James Wedmore has gotten more of our obscure references than anybody else.

Sean: Who is the biggest dork that listens to us?

[laughter]

Ray: I think that our existence here is important. We came here with an important thing to do. Whether you're a religious person or not, I think we can probably all stipulate to the fact that we should try to do something that matters. That makes sense, right?

Sean: Yes.

Ray: So, if you're going to do something that matters, that means you need to think about why does it matter, and that means you probably need to articulate that in a way that's understandable to other humans.

Sean: You probably need to define why things matter.

Ray: That would be a good start.

Sean: If you say this thing matters, then ask-

Ray: Why.

Sean: -why? According to whom? By what standard?

Ray: That sounds familiar.

Sean: It does.

Ray: Did you write that?

Sean: No.

Ray: Somebody else wrote it?

Sean: Yes.

Ray: Was it a chick?

Sean: It was a chick.

Ray: A chick's chick?

Sean: A chick's chick.

Ray: The chick of chicks.

Sean: Yes.

Ray: She would probably not appreciate that reference.

Sean: No. I often wonder what she would have been like to hang out with.

Ray: I'm guessing not a lot of fun.

Sean: Yes, I'm thinking like can she turn off her intense philosophyness [sic] and like--

Ray: I think she probably would have been interesting and fascinating and rewarding to hang out with, but I'm not sure she would've been fun.

Sean: I just want to know what--

Ray: Because any casual statements you made-

Sean: Right, she'd be analyzing it.

Ray: -was a philosophical contradiction?

Sean: Right. That's the kind of thing. Would I be uneasy around her? Because I think she would-- [laughs]

Ray: Okay, you know how somebody made that comic, Jesus and his Five Brothers?

Sean: No. I don't know what you're talking about.

Ray: Somebody should make a comic called [unintelligible 00:20:31] friends, and it just be that.

Sean: Just be that, people making comments on her.

Ray: She'd be breaking it down and realizing-- and reducing them to tears. You're such a moron.

Sean: You're such a wet blanket to the party. [laughs]

Ray: Okay, back on track.

Sean: All right.

Ray: So, your family, expressing to your family what's most important to you. What would be more sad than you dying and your family never really knowing what your philosophy of life was, what your stand was on certain issues? What was important to you? What memory stood out?

Sean: Why you valued certain things?

Ray: That's sad. That's tragic, especially-- I know we have a lot of-- I'm a bible-believing Christian. Now, that doesn't really tell you much. [laughs]

Sean: No.

Ray: Because there's as much difference between groups of bible-believing Christians as there are between people of different religions, in many cases. That being said, if you are a person who is not into religion at all, wouldn't you still agree with me that if you didn't write down your important thoughts and beliefs, that's a tragedy to not leave that behind for your family for generations to come later? Valuable experience that you could add?

So, you betray your family and number four; the fourth way that you betray or benefit is the tribe that you belong to. Now, there's a lot of charge around the word tribe. I'm speaking of it in the sense that Seth Godin talks about, just a particular group of

people who share values and beliefs around a certain subject, almost to the point of obsession, like people who are fans of certain sports teams.

I don't think we're fans of sports teams because of the team, like, "That's the most excellent team ever. I am passionate about them and I will fist fight you over them." I also don't believe this because of the sport.

Sean: No.

Ray: It's because of the sense of belonging to something larger than yourself.

Sean: Right. In the sense of value, getting that identity, and when someone criticizes your team, you feel like they're criticizing you, which could also be applied to your political affiliation.

Ray: What? So, are you saying it's possible that if I were of one political party.

Sean: Like let's say Republican.

Ray: And someone else that I know was of another political party.

Sean: Like a Democrat.

Ray: That when they found out they might excoriate and just expel me from their lives, just based on that one fact?

Sean: Yes.

Ray: That doesn't make any sense.

Sean: Or like when someone criticizes a position that you hold, you get super defensive.

Ray: That doesn't make any sense. There is the possibility of being neither a Republican nor a Democrat.

Sean: There's a possibility of having your ideas criticized without you getting defensive.

Ray: We call all this thinking for yourself. Try it. You'll like it, sometimes. Sometimes, it's just uncomfortable. [laughs]

Sean: Sometimes, the initially, it just hurts.

Ray: It's not popular.

Sean: Sometimes, initially, it's like going to the-- I was getting a massage the other day, and the therapist was working on the spot and I was exclaiming.

Ray: Making sounds that--

Sean: Coping noises.

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Ray: Yes.

[laughter]

Sean: She's like, "Oh, yes. Does that feel good." I went, "Yeah, well, it doesn't feel good." Well, it feels good and I was trying to come up of a word and it just came out, I was like, "It didn't feel good, it felt necessary." She's like, "Oh, I like that."

Ray: You talk like a writer. So, when you think for yourself you come to lots of conclusions, especially when you first start doing it. We realize, "Oh, that doesn't feel good-

Sean: That doesn't feel good.

Ray: -but it was necessary."

Sean: It was necessary to analyze that idea.

Ray: Especially if you're going to share these ideas with your tribe.

Sean: Yes.

Ray: I think tribes are a good thing. It's good to band together with like-minded people, but not with the objective of disavowing or devaluing other groups of people who hold different beliefs.

Sean: Right.

Ray: Think about how boring life would be if we all believe the same thing, about everything. There's a saying, "If we agree on everything, one of us is unnecessary."

So, the fifth reader that you either benefit or betray, this turned out to be a much deeper-- I thought it was going to be like a-- I'll be honest. We're in the middle of a product launch and we said we're going to do these two episodes quickly and I thought, "Well, this will be fast and they'll be fluff."

Sean: Right.

Ray: It turns out, that's not what they are.

Sean: No.

Ray: So, the fifth reader you either benefit or betray when you're writing are your competitors. Now, okay the first question that's going to come up for a lot of people is why on earth would I want to benefit my competitors? Well, put on your thinking cap and ask, "Why would it be good to benefit my competitors? Why is it better for my competitors to do better in business?" Well, perhaps it makes your customers more aware of the need for your services or your products.

Sean: Yes, or it will make you produce a better service or product.

Ray: So, you're saying, if I'm competing against someone, I have more of an interest in making my product better?

Sean: Especially if they come up with a better version of your product or service than you. You're like, "Oh."

Ray: So, we keep hop-scotching or leapfrogging over one another, getting better and better with our products.

Sean: The prices go down because you're fighting over prices.

Ray: Now, who does that benefit?

Sean: Who does that benefit? You know what? It benefits all those greedy Wall Street CEOs.

Ray: Wait a minute, but doesn't it first benefit the people who buy the products, because the products get better and they get less expensive?

Sean: Interesting side note. When Adam Smith published his *Wealth of Nations*, and he argued this point saying that free trade actually lowers costs and makes available to the common laborer, which was once only available to the richest of the rich. That was his argument. The aristocrats fought this economic model capitalism precisely because of that.

Ray: Because they didn't want the common man to have the stuff.

Sean: They didn't want the common man to have access to the same luxury goods as the aristocracy. They felt like that wasn't right.

Ray: There's a lot of people today that agree that that's not right.

Sean: There's a lot of people that, for the same argument, are fighting the other direction.

Ray: Meaning?

Sean: Meaning they're trying to curb competition because they think it is benefiting the CEOs and the bankers and it's hurting the consumer.

Ray: Yes. These people sit in their air-conditioned houses, drinking water, eating groceries that from their refrigerator.

Sean: For almost next to nothing.

Ray: Using their computer that's connected to the internet.

Sean: Because of socialism. All right, competitors.

Ray: So, you benefit your competitors by-- this is going to sound crazy, sharing your best ideas, sharing your best practices. It's not because you don't want to succeed

and it's not because you're not competitive and you don't want to beat them in the race, but beating somebody in a race does not mean I want to kill them, destroy them, and put them out of business.

Sean: No.

Ray: I enjoy having competitors.

Sean: Having good competitor is kind of fun.

Ray: Like in product launches, we see this all the time. You may or may not know how these things work, but what happens is a group of promoters gather together and say like, "Ray, we want to promote your Copywriting Academy Learning Program. If we make a sale by recommending it to somebody, you pay us a commission." You think, well, that's enough motivation for anybody to promote your product because you're going to pay them money.

Sean: This is a world full of competitive business people.

Ray: So, what you do is you make a list of all the people who are promoting and you put how much they've sold so far and they go crazy.

Sean: They go crazy, but they're mostly all friends with each other.

Ray: Yes, but they're like goading each other and-

Sean: A little bit of trash talk

Ray: -taking each other on. It's competition and it's fun and it makes everybody better. It benefits you, it benefits your competitors, and it benefits your customers. By the way, it benefits people who aren't your customers, too. How is that? You might say, because, well, if you make more money-- let's think about that phrase.

Sean: Right.

Ray: You're making money, so you're not obtaining money. You're not stealing money. You're not conquering and absconding the money. You're making money. You're creating value out of thin air.

Sean: Right.

Ray: So, if you create more value, who gets that value? Who benefits? Lots of people.

Sean: That's right.

Ray: Like today, before you came here to record this podcast, you stopped and bought me a fine coffee product.

Sean: I did.

Ray: Those people benefited--

Sean: Monetarily.

Ray: -from our success.

Sean: Right, and then the listeners of this podcast are benefiting from the coffee shop success, because now we're caffeinated.

Ray: That's definitely something you want.

Sean: Yes.

Ray: So, those are the five readers. When you write anything, you either benefit or betray. They are--

Sean: They are you.

Ray: Me?

Sean: You, your team, your family, your tribe and your competitors.

Ray: Competition-

Sean: Competition.

Ray: -is good.

[music]

Sean: Yes, it's good. Alrighty, if you found this show helpful, please subscribe to it in iTunes-- well, yes, via the Apple podcast app. Actually, that's the best way to do it.

Ray: Yes, because it benefits us if you do that.

Sean: It benefits us if you do that.

[laughter]

Ray: That benefits you because we keep doing this show.

Sean: That's right. Make sure and leave us a review. Make sure to write your name and your website and we'll mention it in our upcoming episode. If you like transcript and show notes, please go to rayedwards.com/274. Any quotes worth note?

Ray: Yes, the illustrious Earl Nightingale once said, "Never give up on a dream because of the time required to accomplish it. The time will pass anyway." Toodles.

Announcer: Thank you for listening. This has been the Ray Edwards Show. Find the archives of this weekly show at rayedwards.com/podcast or on iTunes. Contact Ray at rayedwards.com. This podcast copyright by Ray Edwards International Incorporated. All rights reserved. Each week, we bring you a message of prosperity

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with purpose and freedom, and remembering that true freedom is available to all through Jesus Christ.

[00:31:07] [END OF AUDIO]