



Ray Edwards Show, Episode 277

How To Change The World (and watch your business grow.)

Ray Edwards: *Ray Edwards Show* episode 2-7-7. How to change the world and watch your business grow.

Sean : That sounds familiar.

Ray: Emerson Drive, queue the singers.

[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*.

[music]

Ray: On a recent coaching call we did we actually had somebody say I love Emerson Drive.

Sean: I don't know how Emerson Drive feels about us. They're probably not aware of us referring to them so often.

Ray: I'm pretty sure they're not, but I'm also pretty sure they would not be happy if they knew about it.

Sean: Then I wonder what the people who actually sang that jingle-- what they think of being equated to him.

Ray: Well, if you're the people who actually sang that jingle I don't know who you are. I contracted that out through a different company. If you sang the jingle.

Sean: Let us know.

Ray: Contact us. We will let people, because people ask us all the time "Who'd you get to do that jingle?"

Sean: [laughs] We don't know.

Ray: Which means we couldn't change it if we wanted to.

Sean: It was a shady back alley deal. [laughs]

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Ray: Yes, gone bad. Okay, so the jingle says let's change the world and watch your business grow. Occasionally-- a lot less often than I would like, people ask me "How do you do

that?" The reason I'm not happy that it isn't asked more often is apparently the jingle doesn't provoke that question. I guess it's just so darn catchy that you just don't think about what it means.

Sean: Right.

Ray: This show we're going to talk about how do you change the world and as a consequence watch your business grow. I believe it's through the five influences you exert as a business person-- as an entrepreneur. How these influences empower you to change the world and go-- through puberty again. It's like the second episode in a row. As an outcome of changing the world your business grows.

Sean: There you go.

Ray: As long as you're changing it for the better. If you're changing it for the worse maybe--

Sean: Right. Well, I mean theoretically in the short term your business could grow if you're changing the business-- the world for the worse. In the long run that would not behoove you.

Ray: Yes, eventually your sin shall find you out.

Sean: Yes. Which you know is the basis for the definition of rational self interest.

Ray: Yes.

[music]

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

Ray: Well speaking of sin it's the spiritual foundations portion of the show. That's all the speaking of sin we'll do. I just wanted to give you an encouraging word today. I like the way this is worded. I normally read from the New King James version of the Bible. We won't go into why. It's just my preferred version.

Sean: No. Though we do have a defense.

Ray: We do, but I like the way the NIV-- the Newly Inspired Version says this. In Psalm 5:3 "In the morning Lord you hear my voice. In the morning I lay my requests before you and wait expectantly." For us as entrepreneurs-- as business people, this is how we begin our day with prayer and meditation. Putting our requests before the Lord in terms of our business. Which gives me personally-- it gives me a more peaceful outlook on the day regardless what the challenges are-- I face.

If I neglect to do this-- which I do sometimes, I know some of you are shocked that I am not spiritually disciplined enough. That I do all the right things, all the time, every time, but I don't. Some days I feel overwhelmed by the work that needs to be done and I violate the principle. I know it's principle. Take the time for yourself to refresh, to renew, to get perspective before you dive into the fray.

I know I should do that and nine times-- okay seven times out of ten I do it that way. Then there are those other three times where I feel like I'm so dog gone busy I have to just jump in. I just have to roll up my sleeves. As our friend from Singapore says "I have to roll up my arms and get to work." [laughs] I know the difference. If I take the time to ask the Lord for the desires of my heart and for my business then he will answer. All I need to do at that point is just look for what comes my way during the day. Try this. It doesn't mean you won't have challenges. It just means you'll be equipped to face whatever challenges come along.

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

Ray: Okay, this week's tip is like the antithesis of what I usually do as a tip of the week. Usually, it's an app.

Sean: [laughs] Right, or a book.

Ray: A book or something like that-- or my own product. [laughs] Which we did for several weeks in a row. Really got very few compliments about that.

Sean: Yes, that's true.

Ray: We must have done it either tastefully, just in an amusing way or maybe just people are just like, "There you go again."

Sean: Maybe when you do it amusingly, it is also tasteful.

Ray: That's possible. Speaking of tasteful, my tip of this week is a one that I picked up from you, Sean. That is, drink your coffee from a ceramic mug.

Sean: Seriously, people.

Ray: We've gotten into artisan coffee so I've become somewhat of a coffee snob. I just can't drink fast food coffee. I'm just going to call it that. The problem is when I go to an artisan coffee shop-- we have one we go to here, locally. Revel 77, love you guys. It makes me sad when I have to get it in a paper cup to go.

Sean: Yes. Some artisan shops, they don't even carry paper cups so you can't.

Ray: Explain why?

Sean: The paper influences the taste. I remember when I really experienced this. I thought people were just like, "No. That's-- "

Ray: It's like people who say, "You must drink this kind of wine from this shape of glass."

Sean: Right. You think that's ridiculous. I had been into artisan coffee for a little while. I took some good friends of mine, Jessie and Sarah Heind to a-- best friend from college. I took them to an artisan coffee shop in Seattle. They had never had artisan coffee before.

Ray: Wait, they live in Seattle?

Sean: Yes. Well, artisan coffee-- it's starting to explode. Up until the last year or so, it was really, really hipster. Before, it was cool kind of thing. I take them and we get a really good cup of coffee. As soon as I taste it, to me it tastes like-- I could just immediately tell, "Oh my gosh. The overwhelming flavor in this coffee at the moment is the paper of the cup."

Like that's the defining taste. Like I said, some artisan shops won't even serve their coffee in a paper cup because of how much it influences the flavor.

Ray: It's a real thing. If you don't believe this, go to an artisan coffee shop. How do we know if it's an artisan coffee shop?

Sean: Basically, they have to self-identify as either specialty or artisan coffee. You say, "Are you guys an artisan or specialty coffee shop?" If they say, "Yes"-- and if you see a bunch of hand brewing paraphernalia like Knex or Pourover.

Ray: If you ask for a Pourover and they just stare at you blankly?

Sean: Right, that's the test. If you ask for a Pourover nine times out of ten-- if they say, "Oh yes. We can do that." Then, they're an artisan shop.

Ray: That's not the total litmus test. If you go to *Starbucks* and ask for a pour over, they'll give you a one.

Sean: They'll give a pour over too and it'll be a bad one.

Ray: Yes, sorry bucks.

Sean: [laughs] That being said, we get coffee to go a lot. We have to get it in a paper mug. It always sucked to get it in a paper mug because when you get artisan coffee, you may think we're just making stuff up. There are so many complex sweet flavors that can be in an artisan bean and they just get completely covered up by the paper cup. We both now have little ceramic to-go mugs that we go in and have them make our machiatto or cappuccino or whatever.

Then that way we can take it with us and doesn't taste like paper. We can taste all the flavor notes.

Ray: It tastes the way it's supposed to.

Sean: Exactly. Today, this one has a little bit of an orange zest to it.

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Ray: I taste that.

Sean: For sure. Wouldn't taste that with a paper cup.

Ray: No, you'd taste the paper.

Announcer: Now, our feature presentation.

Ray: Okay, how to change the world and watch your business grow. As an entrepreneur, I believe that you exert-- probably more than this, but certainly these 5 crucial influences that create world change and business grows. You might say, "Well, I don't have a world-changing business. I'm not Elon Musk. I'm not Peter Diamandis."

Sean: You're not building the Hyperloop.

Ray: I'm not doing those things. I run a dry-cleaning store in Nebraska.

Sean: Yes, that's not a Hyperloop.

Ray: No. I would encourage you to think about this. You are changing the world in these five spheres of influence for the people whom you serve, even if it's a small group of people. You are changing the world and you don't know. It's like the metaphor of dropping a stone in a pond. You don't know how far that ripple is going to go. Sometimes those ripples can be amplified and become waves.

Another way to think about this is the mythical butterfly effect. Which I think has been disproven.

Sean: Disproven? Has it?

Ray: Maybe, that may just be anecdotal. I just read somewhere that somebody said it was disproven and I assumed it was true. The butterfly effect is that idea that a butterfly

flopping its wings in Seattle can--

Sean: Cause a hurricane.

Ray: Tip enough dominoes in the world meteorological system to cause a hurricane in Florida. I don't know, but you get the idea. Small actions can lead to big changes. What are the five areas of influence? That you as an entrepreneur, a business owner or somebody who runs a business. Maybe you don't own it, but you're an entrepreneurial manager of a business. These are the five influences.

Number one, you influence yourself. In fact you have to influence yourself before you can influence anybody else. Think of it this way. If you wake up in the morning and you're in a bad mood and you don't feel doing the stuff. You decide I'm just going to pull the covers back over my head and go to sleep. You've influenced yourself to give up on the day and that has impact on everybody else that we're going to be talking about.

There are times especially as entrepreneurs where we don't have somebody else to give us a pep talk. We have to give ourselves the pep talk. We have to look in the mirror and say "You know what? You're good enough. You're smart enough and gosh, darn it people like you" or you break out of Tony Robbins office.

Sean: Yes, whichever one floats your boat. [laughs]

Ray: Hi, this is Tony Robbins. I should be careful. I love Tony.

Sean: I know. [laughs]

Ray: Yes you do because you've listened to many hours.

Sean: Many as a little kid wanting to be listening to something else. [laughs]

Ray: You know what is interesting is I've heard you say things as an adult that I know came directly from those audios.

Sean: Now, see that's funny because I cannot remember one sentence from those audios. I cannot pull--

Ray: No, you can remember one sentence.

Sean: Hi, it's Tony Robbins?

Ray: Yes.

Sean: Yes, but beyond that like any of the points, lessons, anything you said. It was so long ago and I was so young I don't remember any of it. I couldn't consciously tell you what. That's funny. It must be subconscious or something.

Ray: I've heard you-- It is subconscious. Which I think proves the value of those kinds of programs. I've heard you say things like-- One thing I've heard you say-- You said this recently I can't remember to whom. You said, "Well, you know just because that's in your past doesn't mean it equals what's in your future." That is classic vintage Tony Robbins. I just smiled when I heard you say it because I'm like "I know where that came from."

Sean: That's interesting and scary.

Ray: If you're letting the wrong thing go into your head then you're programming it.

Sean: Right and you can consciously remember it can still be influencing your behavior and your thought patterns.

Ray: There's a recommendation for being careful what you put in your head.

Sean: To carefully analyze the things that you believe and say.

Ray: Yes because they might have come somewhere you didn't realize.

Sean: Which means someone else might be controlling your life.

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Ray: This is the place to insert some spooky music.

Sean: [laughs] All right, back to how to change the world.

Ray: This is very much on point. The second area of influence you have as an entrepreneur or business owner is with your team. We have a growing team here at Ray Edwards International.

Sean: Thank God.

Ray: Yes. It could grow a little faster, really?

Sean: After bringing on a few team members I'm like, "Heh-hey." [laughs]

Ray: This is cool

Sean: This is-- [laughs]

Ray: We don't have to do everything.

Sean: Some of them are so much better at--

Ray: In my case most of them are.

Sean: The things that we hire them to do they do them so much better than we cludge them together.

Ray: Yes. In fact I look back now and I'm embarrassed at things that I did because I didn't hire somebody else to do it.

Sean: Right. Somebody who had an expertise in that arena. Looking at you, Juan Lopez. [laughs]

Ray: Hiring people to do what they're good at is one way you influence your team. You're bringing to that person or those people the opportunity of employment of getting paid what they love to do. If you can turn that area of work in your business over to that person, then that's a huge influence in their life. If you can give them the freedom to do what they do the best in the way they do it best, that's an influence on that person.

If you as a leader create a culture and values in your company that you share with your team. You help to inculcate those values in your team members. You're influencing not just the team members. You're influencing their family, friends and everybody they come into contact with. This reminds me of a phrase that I heard Chris Valentin say one time, he said the environment inside of you creates the environment outside of you.

Sean: Right.

Ray: This is one way in which that happens. The third area of influence that you have that helps you change the world and then as a result what your business grow,

is with your customers. There are so many ways we influence our customers with our communications, with the values that we speak about explicitly and that we demonstrate implicitly. Those are all areas of influence we have with our customers.

We also set the bar for their expectations not only of us but of other people in business. We can either disappoint the customer or we can give them a new standard by which to judge other vendors, companies or service providers.

Our values just like with our team-- the values that we bring to the table with our relationships with our customers influence them, their families, their team members and their friends. Especially if we're clear about what our values are. We state them and we demonstrate them, then that has an effect. It's probably on weekly basis we hear from different customers saying, "I love the way you guys do X. I really appreciate the way you do that." We know are having an effect there.

The force influence or sphere of influence that we have as entrepreneurs that help us change the world for the better and watch our businesses grow is in our community. This one is both our virtual community online-- globally. Most entrepreneur these days, if they're not an online business to have an online presence.

Sean: Right. At least they should.

Ray: Yes, if you don't let us influence you in this area. Get a website, get online. There's a world of opportunity waiting for you there. Assuming you do have an online presence, you have a community online. Whether you know it or not. Some would say "I don't want to have a community online." Well, you have one. Just like some people say, "I don't want to have a social media strategy." Well, you are on social media. Whether you want to be or not because people are talking about you.

The question is, are you consciously engaged in that social media presence? Are you consciously engaged in your online community? If not, you should be. Then there's your local community. Even if you're-- we are primarily a web based business. Most of our customers are scattered all over the world and they are not here in Spokane, Washington where we do business. Yet, do we influence our local community as a business? Well, I think the answer is yes. What do you think, Sean?

Sean: Yes.

Ray: Very insightful. One of the ways in which we influence our local community is-- as we've gotten to know people and they begin to know what we do for a living. They look to us for certain amount of leadership in their own business. We've we met with people from our church who've asked "Hey, could I talk with you guys about my business and how we're trying to grow? What the challenges are-- we're experiencing?"

We get to share the values and the expertise that we employ in our business with people in our church community and in our local community as well. Not just online. The fifth area of influence that create world change and business growth is with our competitors. If you are the standard setter in your area of business you can have a

huge impact on that expertise, that marketplace, that niche. One of the things that we are kind of fanatical about is honesty and integrity in our marketing. Clean dealing with our customers. Not engaging in trickery. By being forthright about that, by telling people why we do what we do. Why we don't do certain things in our marketing. By espousing the values of the-- as we say, marketing should be something you do for people, not something you do to people.

We are setting a standard not just for ourselves but also for our competitors. The influence you wield with your competitors has an impact on your marketplace and can have an impact on your business growth. All five of these areas of influence together create a certain momentum. You're either on a momentum going up and to the right on the chart. On the graph, which up and to the right is always best or you're on trend going down--

Sean: To the left.

Ray: You don't want to be doing that. That means you're going down and backwards. Yikes.

Sean: Yes.

Ray: Once again, the five influences that create world change and business growth are--

Sean: Number one, yourself. Number two, your team. Number three, your customers. Number four, your community. Number five, your competitors.

Ray: Keep them in mind. I think the operative question to ask yourself going forward from this weeks episode is, how am I doing in each of these areas of influence? Give yourself a score on the scale of one to 10 with one being lousy and 10 being excellent. How am I at influencing myself? My team, my customers, my community, my competitors? If you score below a 10 in any of these areas, there's an opportunity for growth.

Sean: Right, absolutely. All right. If you found the show helpful please subscribe through the Apple podcast app and leave us a review in iTunes. Make sure to put your real name and website and we'll mention you at some point. You can get the transcript and show notes at rayedwards.com/277. Do you have a quote worth note?

Ray: I do, and I just love that this one is from General George Patton. Who said, "Success is how high you bounce after you hit bottom." Yes indeed. For those of you who are, as I am, a fan of the movie *Patton*, you'll remember the scene where he's being interviewed by reporters and they're in his tent. They saw a bible by his bedside and ask him, "General, do you read the Bible?"

Sean: He was such a savory character.

Ray: His response was, "Every God [bleep] day." Until next week, we wish you all good success. We pray that you are blessed with crazy good prosperity in every area of your life.

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