



Ray Edwards Show, Episode 277

How to Find a Mentor and Why You Need One

Ray Edwards: This is the *Ray Edwards Show*, Episode 278. I don't even know what I was doing there.

Sean Edwards: Yes, it's like some sort of--

Ray: Mixture of bad dialect impersonations-- why you need a mentor and how to find one.

[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.

[music]

Ray: I apparently need a mentor to tell me it's not a good idea for me to just spontaneously try to do weird accents since I started the show.

Sean: I think it would be a lot cooler if the show is about why you need a minotaur, because everyone needs a minotaur.

Ray: Why do you need a minotaur? To impress girls?

Sean: There are just so many benefits. That's a ridiculous question. The fact that you even had to ask it just shows-- [laughs]

Ray: It does. I need to think before I speak. Of course, I need a minotaur. Well, let's just assume it's going to be hard to get a minotaur and talk about mentors instead.

Sean: Okay.

Ray: So, early in my copywriting business, I was doing client work. I was really blessed. I had lots of clients. I was working about 80 to 100 hours per week on copywriting projects at a low price, and I was basically killing myself. I was sick. I was tired, and I was sick and tired of being sick and tired.

I was actually on the edge of just quitting, like maybe going back into radio. At the time, I had a friend in the radio business who was trying to tempt me back in with a

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huge offer at a big radio station in Las Vegas. We actually went down there, and I was thinking about it.

Sean: I think I remember this.

Ray: Yes. I had two mentors, actually, who I talked to about this dilemma that I was facing, and they talked me off the ledge, and they were able to give me some insights into what was going on in my business and how it was a good thing, but I needed to grow into a new phase of doing business, which was I needed to start teaching people how to do what I did instead of just doing the work. I needed to find a way to scale my knowledge because as a service provider, I was only one person. I can only work with so many clients.

So, that input from those mentors and there were many other moments of input that I got from those two guys. The people I'm talking about are Alex Mandossian and Armand Morin. They are really responsible for me not giving up on this business and just going back into the radio business, which would have been a huge mistake, huge.

Sean: Huge.

Ray: So, thank you two for your sage advice at a critical time because it really saved my bacon. What I know from this experience is almost every business success story I can name has a mentor in the story or several mentors. Today, we're going to talk about why you need a mentor and how to find one, and maybe even more importantly, how to not find one because a lot of people get this wrong.

I'll just give you a clue. It's not just by sending somebody an e-mail and saying, "I really admire you. Would you be my mentor?" Because basically, you said, "Would you like to take on a full-time job that I won't pay you anything for?"

Sean: Right, yes.

Ray: No.

[music]

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

Ray: So, running a business especially as a spiritually-oriented person presents us with a lot of challenges. Most of the challenges that we face, the big ones, the ones that are challenges are things we never expected. That's why there are challenges because if we had expected them, we would have dealt with them ahead of time.

There will be days when you make mistakes when you have trouble, when you are discouraged, when you feel like I did, and as I mentioned earlier, like you just want to quit and give up. But God will always be there, I believe, to catch you, to hold you up, he may do so in the form of other people, just like he did in my story.

The verse that I'd like to share with you today that I think will be an encouragement is in Psalm 37. It's actually verses 23 and 24 where it says, "The Lord makes firm the steps of the one who delights in him; though he may stumble, he will not fall for the Lord upholds him with his hand."

[music]

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

[music]

Ray: Okay. Now, it's contrarian tip of the week because I kind of run with a pack of people that we all seem to talk about the same stuff, productivity, organization, apps, and travel. For some reason, the people in my peer group are obsessed with travel. The big trend these days is traveling light, like one-bag travel, taking as little as possible, even if you're going to be gone for a month, just taking one small bag.

So, I'm going to be the contrarian. I've tried that and for me, it doesn't work so well. If I go with a small tiny bag with just a few things in it, I end up buying a bunch of crap at my destination because I'm like, "I should've brought this. I should've brought that."

Well, that can become expensive really fast. So, I decided to take the opposite approach to travel as an entrepreneur. Instead of trying to travel with one tiny bag, I am now traveling with a giant bag. Instead of carrying everything on, I check the baggage because I don't know if you've noticed, it's become a hassle to bring baggage onto the airplane, because everybody wants to carry their bags on.

I've noticed that the airline staff seemed to be irritated by that. I mean, all you have to do is fly in a few flights before you see a flight attendant rolling their eyes at somebody trying to cram their oversized bag into the overhead bin, or underneath the seat in front of them. I just decided, "You know what? I don't want that hassle anymore."

So, I have a big, hard-sided case, and I'm still in the experimental phase of this. I'll let you know how it goes, but I've got a big, hard-sided roller bag. I mean, it's like 30 inches, so there's no way you're carrying this sucker on. I have some delicate gadgets that I take with me, or I like to take with me on most trips; some video camera gear and I travel with a CPAP. It seems like half of the world travels the CPAP.

If you don't know what one is, just Google C-P-A-P. So, I have smaller hard cases that go inside the big hard case that hold that delicate stuff, and then I pack all my clothes and the food that I need to take with me because there are certain things I like to eat when I'm traveling that are usually not on the hotel menu. In other words, anything healthy.

For carry on, I just checked that bag and you might say, "Well, what if they lose it?" Well, let me ask you. Have you ever completely lost an airline bag? Have you ever lost a piece of luggage and it never came back to you? I never have.

Usually, even if it gets misrouted, you get it back that same day. So, I'm not that worried about it. I'm just checking the big bag and I'm getting on board the plane with one small, lightweight bag that's easy to carry, no hassle, and I can zip right in and get my seat, not to have to wrestle with the overhead bin stuff and compete with people to get space in the overhead bin. It's a lot more pleasant in the actual traveling experience.

Now, as I do this for the next couple of months, I'll let you know whether I recant or not. But at this point, I feel like this is the way to go because as it has been pointed out in the past by the illustrious Earl Nightingale; "One route to success is to notice what the mass of men are doing and then do the exact opposite."

Announcer: Now, our feature presentation.

[music]

Ray: Now, it's time for the main event.

Sean: Why you need a minotaur.

Ray: Why you need a minotaur and how to find one.

Sean: That's the real--

Ray: That's the real trick.

Sean: That's the real trick.

Ray: That's the real trick, isn't it kid? Once again, since I don't know how to find a minotaur, let's talk about finding a mentor.

Sean: Okay.

Ray: Why you need a mentor. I believe there are five reasons you need a mentor. Reason number one is one that we have talked about many times in this show, and I actually learned this phrase from one of my mentors.

You can't read the label if you're inside the bottle, and you are inside the bottle of your own business, your own career. There are things that you just can't see. You need outside eyes to look and say, "Hey, maybe this thing you're doing is not a good idea. Maybe this way you're working 80 to 100 hours a week for clients is not so great." Your mentor can give you advice that you would not get otherwise.

Reason number two why you need a mentor; wisdom protects you from pitfalls. If you pick the right mentor or the right mentor picks you, then if you will listen to them, they can save you from making the same mistakes they made. Most people want to do that. Most people have an inclination of--

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I mean, Sean you're on the worship team at our church, and you spent a lot of years mastering your craft in the process of mastery of your craft. So, you probably have some pointers that you'd be able to give if you were mentoring somebody else who was earlier in their journey about pitfalls to avoid. Yes?

Sean: Right.

Ray: So, it's true in every field of endeavor. Reason number three why you need a mentor; wisdom not only protects you from mistakes, it helps you recognize opportunities. There are opportunities that you'll have in business that you just won't see because you've never seen them before, but your mentor probably has.

Like one of the opportunities, this kind of combines reasons number two and three that current mentors in my life have pointed out to me that there's an opportunity that I have available to me that I've been avoiding. By avoiding it, this in itself has been a pitfall. That is bringing on more team members to write copy for clients.

Just because I'm not writing copy for clients doesn't mean we shouldn't have a team of writers that are available to write copy for clients, because that's what so many people want from us. For years now, I've been just saying, "We don't do that, sorry." More than one mentor has pointed out to me in the last year, "Well, Ray, that's just stupid. You're just throwing away money and you're not helping people."

Reason number four you need a mentor; a true mentor will call you on your boneheaded moves or attitudes. A true mentor will be honest enough to say, "You know? In this situation, you're actually being an idiot." Now, personally, I prefer that kind of mentoring, somebody who just flat out tell me that, instead of looking for a flowery way to sort of imply it and hope that I'll pick up on it. I'd rather you just tell me the thing.

So, you've got to find a mentor that fits your style, but I frankly prefer the truth-telling mentor, the plain truth-telling mentor. The other part of that equation is you've got to be willing to hear it. I don't always agree with my mentors and sometimes, I'm right to not agree with them, but I do my best to always listen to what they have to say, because if you shut down any possibility that they might be right, then you are shutting down a lot of opportunities for growth.

A mentor does not always mean an older person who's more advanced than you in business, it can also mean somebody who has a different perspective. We'll get to that when we start talking about how to find a mentor.

Reason number five of why you need a mentor is you need someone looking at your situation who is not emotionally invested in the outcome, somebody who can look at your business, and your position in the marketplace, and what you're currently facing as a challenge, and just tell you, "Okay, this is what I would do in your situation." It may be something that you're afraid to do or a decision that you're afraid to make. You can't really give yourself rational advice in that moment if you're filled with fear.

So, you need somebody who's not emotionally tied up in the outcome. Think of it this way; if you're having surgery, there's a reason why they don't allow surgeons to work

on their own families because there would be a mess. You can't do triple artery bypass on your father because you're just too deep into it. You need a surgeon who is emotionally disengaged from the outcome who can look at the situation and say, "Okay. This is what needs to happen in this surgery and we're going to do it." They can be calm, cool and collected.

You need the same thing in a mentor that advises you in business and in life. So, how do you go about finding a mentor? This is the harder part. One way not to do it is don't look at somebody you admire in the marketplace and send them an email saying, "I'm a beginner and I would love it if you could mentor me and help me get my career started."

I get these messages all the time and I want to say yes to all of them, but if I did that, I would never do any other work. I would be busy offering free help to people. You're essentially asking somebody when you ask for them to become your mentor, you're asking them to take on a full or a part-time job with no pay.

If it's somebody successful enough that they are someone you'd like to have a mentor, chances are, they're very busy. So, you're asking a busy person to give up their most valuable commodity, time, to help you out. It's not that they don't want to, it's that they physically can't.

So, how do you do it? Well, one strategy is just be really darn good at what you do and mentors will find you. You will be discovered by people who take an interest in what you're doing. If you can be at the top of your field, this will happen. If you are studying in somebody's coaching program, like in our case, we are watching our students looking for those star, standout, copywriting students whom we want to keep our eye on because we think, "Well, that person has some potential.

One example of such a person is Mike Kim, who many of you have heard of, he's a rising star in the world of copywriting and marketing. He came up through Copywriting Academy, our coaching program, and we just took notice of him early on because he was such an outstanding writer. We have, over time, developed into a mentoring relationship, and we're friends now.

So, it can develop into something further and deeper than just mentoring, but you can't count on just being discovered. So, how can you engineer the discovery? Well, one way is to join someone's coaching program or their mastermind group, or buy their product and become their best testimonial, become their best case study, because if you invest in somebody's \$2,000 or \$5,000 coaching program, and you have an extraordinary case study, then trust me, they will notice you. They will be happy to talk with you and take note of what you're doing, and probably end up offering you help and advice.

Another way to find a mentor is to join a paid coaching or mastermind group. You can find mentors that way. Still, another place to look for mentors is in your life. Who is in your life that you are connected to through family or friends? Maybe you have friends who are in business and have been successful in their little further down the road than you are.

I have a very good friend who is my boss in radio, and we had a great relationship. We became really good friends in that business and he has since gone under retire from that business and now invests in real estate and has some other business investing activities that he's involved in and he is a mentor to me. That is just somebody who's in a completely different industry than ours, but yet, he is definitely one of my mentors.

Look in unconventional places, like people maybe you wouldn't think of as somebody who is older than you or has more experience than you, but somebody who has a different perspective and often a fresh perspective is best.

So, in ways, and Sean didn't know he's going to do this, but in ways, Sean is a mentor to me because you offer me perspectives that I would not otherwise have. I mean you're a millennial, and I'm not.

Sean: Yes.

Ray: You have a unique perspective on the world and on business, and fresh eyes for a business that I've been in for a long time.

Sean: That's true.

Ray: It's often the case that we'll be in the middle of doing something and you'll just say, "Why are we doing it this way?"

Sean: Sometimes a little more blunt. [laughs]

Ray: Yes, sometimes it's more like, "Well, this is stupid."

Sean: This is dumb. Who thought this up? [laughs]

Ray: Dude?

Sean: Woops, sorry.

Ray: I didn't mean to say stupid, I meant to say idiotic. So, these are some places that you can look for a mentor just. There's no easy, formulaic answer to this other than keep your eyes and ears open, be aware of where the opportunities to be mentored by someone.

By the way, mentoring doesn't have to be an ongoing formal relationship, like we meet on the phone once a month and you talk to me. It could be just a one-time conversation you have at a conference or a one-time conversation you have on the phone. They give you some feedback one single time that can make a big difference in your business. So, don't overlook any of those opportunities.

Just to summarize the five reasons you need a mentor are--

Sean: You can't read the label if you're inside the bottle. Wisdom protects from pitfalls. Wisdom helps you recognize opportunities. A true mentor will call you on

your boneheaded moves or attitudes, and you need someone looking at your situation who is not emotionally invested in the outcome.

Ray: Well said. How to find a mentor? Look for one. It takes some work, but it's worth the investment of paying attention and looking for places you can be mentored. I guess the final advice on finding a mentor that I would give you is your mentors don't have to be living people, either.

You can read great autobiographies. Read the autobiography of Benjamin Franklin or the biography of people like John Adams, or I hesitate to say this because he's so popular right now, but Alexander Hamilton, reading his biography is a way to be mentored by a great figure in the history of America.

I love reading autobiographies, original works by philosophers like Plato, Aristotle, by stoics Seneca or Marcus Aurelius. These are the great thinkers of history. By reading the words that they wrote, think about it, we're thinking their thoughts along with them. It's pretty cool.

[music]

Sean: All right. If you found this show helpful, please subscribe to the Apple podcast app and leave a review in iTunes with your name and website. We'll mention it at some point on this show. You can get the notes and transcript at rayedwards.com/278. Do you have a quote worth note?

Ray: I do. Walt Disney said, "The way to get started is to quit talking and begin doing." Walt Disney, giving a little tough love there. Well, Mickey Mouse mentoring. Well, until next week, God bless you and your business. May you prosper widely and in unexpected ways in every area of your life. Now, go find a mentor or a minotaur.

Sean: If you find a minotaur, tell us how to find those.

Ray: Send us a picture.

Sean: Yes.

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.

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