



## Ray Edwards Show, Episode 299

### Five Reasons You Need a Mastermind

**Ray Edwards:** *Ray Edwards Show Episode 299. Five Reasons You Need a Mastermind.* [laughs]

**Announcer:** It's the *Ray Edwards Show*. This is the podcast for prosperity with purpose.

[theme song]

**Singer:** Let's change the world and watch your business grow. Welcome to the *Ray Edwards Show*. The *Ray Edwards Show*.

**Sean:** I imagine you had a cat on your lap when you're heading that during the night.

**Ray:** This is Mr. Bigglesworth.

**Sean:** Yes, exactly.

**Ray:** When Mr. Bigglesworth is not happy [sniggers]-

**Ray and Sean:** - people die.

**Ray:** Okay. We're off to a rollicking start. Most people have heard of Masterminds, not to be confused with Megamind-

**Sean:** Megamind, not to be confused with having the best mind.

**Ray:** Correct. We're talking about the concept that was originated by Napoleon Hill in his book *Think and Grow Rich*. Most people have heard of that. They know that that's where the concept for Mastermind came from. But they don't really know what a mastermind truly is, how it should be done. What many people do for mastermind sessions is not actually a correct Mastermind. Almost nobody knows the five reasons why you need a Mastermind. All of which we're going to cover in today's show.

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

**Ray:** Before we do that, we're going to talk about the fact that business is good.

**Sean:** Business is good.

**Ray:** There's a famous question. I think it was Peter Drucker who said, "There's two business questions: First question is, what business are you in? The second question is, how's business? Business is good. We're not talking about--

**Sean:** Having lots of customers.

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**Ray:** No. We're talking about the fact that business is morally good.

**Sean:** We're taking this to a philosophic level.

**Ray:** We're taking it to a theological level-

**Sean:** Right. Yes

**Ray:** To a psycho-spiritual level.

**Sean:** That's right because we're in Spiritual Foundations.

**Ray:** Yes. Theology, philosophy, and psychology are all really one thing.

**Sean:** You know what? I've often thought about this and wanted to do an extra study. The Greek word for "mind" and "spirit" are the same word.

**Ray:** Yes. That's perhaps for another episode, but it would be an interesting study.

**Sean:** I mean, this could be total heresy, and I'm not saying I believe this. But what if we just thought about it. Instead of the Holy Spirit; the Holy Mind.

**Ray:** That could be total heresy.

**Sean:** [laughs]

**Ray:** Tune in next week to find out if we put Sean on the rack.

**Sean:** [laughs]

**Ray:** Back to the subject. Business is good. It's morally good. I want to be clear about what we're saying here. A lot of people would say that business is morally neutral like many things. A gun is morally neutral.

**Sean:** Right.

**Ray:** Guns don't kill people, people kill people.

**Sean:** Sons don't kill people.

**Ray:** Asteroids kill people.

**Sean:** People with sons kill people.

**Ray:** Yes, exactly.

**Sean:** That's an extremely obscure reference. If anyone can identify that reference, I will be very impressed.

**Ray:** Free coffee for you at Rebel 77.

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**Sean:** [laughs]

**Ray:** More about that in an upcoming episode. Business is not morally neutral. It is inherently good. What I'm saying is if you read through the gospels, you'll notice that Jesus uses business and wealth as a method of teaching the principles of the kingdom to his followers more than he uses any other subject. A lot of people would say, "That's because he wants to teach you not to be greedy."

**Sean:** [chuckles]

**Ray:** Well, you should maybe go back and read them and think through them. First, disregarding the lens of what you've been taught to think about them. Just read them with fresh eyes, and ask yourself, "What is he saying here with the parable of the talents?" Where he gives-

**Sean:** It's the most obvious one.

**Ray:** - gives his money to three men, tells them he's going to go away and he wants them to take care of his money while he's gone. The one who just hides the money and doesn't invest it doesn't get a return. He gets it taken away from him and given to the richest guy.

**Sean:** Yes, then he gets rebuked.

**Ray:** Yes. That's just one example of how Jesus uses business and financial management as a way of teaching the principles of the kingdom. Maybe we should take a clue from this. I would like to point out to you that when asked where he had been as a young man, Jesus said, "Didn't you know I must be about my father's business?" He did not say I must be about my father's ministry. You might think "Well, that's just semantics. That's just you're playing with words." Well, words mean things.

**Sean:** Yes, words mean things.

**Ray:** I was--

**Sean:** We shouldn't have to be the one to tell you that, but sometimes obvious needs to be said to us because it's never been said to us before.

**Ray:** Yes. My premise that I'm proposing to you is simply that business in and of itself is good and what this means is it's not necessary for you as a believer, as a Christian, as a follower of Christ -- I have gotten some feedback when people say, "Well, I'm a believer. I just don't believe in what you believe in." Okay, I get that. That's cool, but there are many Christians who have a hang up about this. I'm speaking directly to them about this.

**Sean:** Well, there are a lot on new agers too, they suffer from a similar--



**Ray:** That's true. That is true. It's not necessary for you to make a lot of money and then give it all away in order for it to be a good thing.

**Sean:** Yes, it's not like: the moral virtue of business is that you give it to charity.

**Ray:** There's a thing that's going around, that I actually used to say myself, and it is: I want to be a 90% tither. I want to give away 90% of my income and just live on 10%. As if that were the height of virtue. "I want to make a lot of money but not for me. I want to make it for other people." When I say business is morally good -- this is going to challenge you so you're going to have to wrestle with this week, or maybe it won't.

Maybe you'll just be like somebody turning on the light in a dark room and you can finally stop bumping into stuff. By the virtue of having a profitable business, you're already doing the work of the kingdom. You're blessing people with jobs, with income, with the money with which to purchase health insurance. The money with which to have a home, to educate their children, to have food on the table, to wear Nike's on their feet. To have an iPhone or an Android. If they're not doing so well.

**Sean:** [laughs]

**Ray:** Okay, that was a joke.

**Sean:** [laughs]

**Ray:** My point is, a lot of people in the church and outside the church as well, believe that "It's okay for me to make a lot of money as long as I'm virtuous and I don't keep it. I give it away." I'm saying, give some of it away as you feel moved to do so. As your own inherent generosity wells up and you feel like, "I want to help these people." That's fantastic. I believe that that should happen, but I can't tell you how much to give or when to give.

What I can say is if you don't give a dime but you buy things, you employ people, you hire people to help you do things. You take vacations, you buy Tesla's and you buy cigarette boats or whatever your thing is, you're helping people and you're doing good by virtue of doing those things.

**Sean:** Right, business makes the world a better place.

**Ray:** Now, is it possible for some people to abuse business and do bad things using business as the vehicle?

**Sean:** Absolutely.

**Ray:** Yes.

**Sean:** You can you can twist and pervert anything.



**Ray:** Exactly, we're not endorsing that. We're not suggesting that if you circumvent the law, either the moral law or the actual law of the land. We're not suggesting that if you abuse people's trust, or if you steal -- Those are not good things. Those are not the good qualities of business. Those are perversions, twistings.

**Sean:** When we say business is good, we're assuming that the people involved are not liars, cheaters, and thieves. As long as people are honest human beings -- again I go back -- I wish I could-- Like William Manson or whatever his name is, that quote that I love that is, "Before capitalism, the only way to amass great wealth was by looting and plundering your fellow man. Since capitalism, the way to amass great wealth is by serving your fellow man."

Because by having a business, it means you are producing value for other people. You are making something that other people want. Which means you are improving the quality of their lives. Just even in the transaction itself, of you trading your product or service for their money, which is really just their labor in another form, and you trade value with each other even without talking about the employees and all those benefits as well, just that is a service to each other. Not a one-way service. On almost every aspect, business in and of itself helps people and makes the world a better place.

**Ray:** Yes. Amazingly, you got that quote almost exactly right.

**Sean:** Did I?

**Ray:** I googled it.

**Sean:** Who is it by?

**Ray:** Walter E. Williams.

**Sean:** Walter E. Williams.

**Ray:** The exact quote is "Prior to capitalism, the way people amassed great wealth was by looting, plundering and enslaving their fellow men. Capitalism made it possible to become wealthy by serving your fellow men." I just love that.

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

[music]

**Ray:** This week's tip of the week is a little self-serving.

**Sean:** Is it?

**Ray:** Yes.

**Sean:** I don't know what it is yet.

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**Ray:** I'm promoting my YouTube channel.

**Sean:** [laughs]

**Ray:** Here's my tip, you should totally check out my YouTube channel.

**Sean:** [imitating child's voice] You should and check out my YouTube channel. It's really good. My YouTube channel.

**Ray:** [imitating child's voice] I have some good stuff. Did I say to you?

**Sean:** [imitating child's voice] It's really smart stuff.

**Ray:** [imitating child's voice] When you turn off the processing in the podcast room, this is what I really sound like. That compressor from Cliff [unintelligible 00:10:55], it's crazy.

**Sean:** [imitating child's voice] it's amazing. Yes, [unintelligible 00:10:58] sounds amazing. Let's turn it back on. One, two, three. Okay.

**Ray:** All right. Well, we're back, and thank you, Cliff.

**Sean:** Isn't that great? All those plugins and software? When he said, "Do I need all the stuff?" Well, now you know you do.

**Ray:** The answer is you do.

**Sean:** Because you know what we sound like without it.

**Ray:** podcastanswerman.com [laughs] you too can sound amazing. Hey, Cliff.

**Sean:** Hey, thanks.

**Ray:** 100 bucks.

**Sean:** 100 bucks. That's right [laughs].

**Ray:** My YouTube channel, I've gotten serious about serving people on YouTube, and I'm doing it to build our business. You see how that works?

**Sean:** Yes.

**Ray:** It's business-

**Sean:** It's business.

**Ray:** - but I'm doing it to serve our business and to serve us. Before I can serve us, I have to serve you. I have to produce valuable content on the YouTube channel. People seem to be liking it. Go to [youtube.com/rayedwards](https://youtube.com/rayedwards) and you'll find my



channel. Or you can just click on the link in the show notes. I've got tons of free videos on there about prosperity with a purpose, about copywriting and marketing, about business in general, about writing as a business, about copywriting.

There's a ton of great content there and more to come. What would be awesome is if you subscribe to the channel. When you subscribe, you'll see a little bell icon. You want to click on that. That way you'll get a notification when I put out a new video. I welcome you in the comments on YouTube to let me know what other stuff you'd like to hear about or see on that channel. I want to give a shout out to my new friend, Nick Neiman. We'll put a link to his channel in there also because he's an amazing expert on YouTube and growing a YouTube channel.

I just watched his stuff for quite some time and I decided, "I want to engage this guy to help me grow our channel," so I did. I brought him in to do a little coaching and consulting, and he's really been helpful. If you are interested in building a YouTube channel, definitely check out Nick's channel. We'll put a link in the show notes. He doesn't know I'm doing this, so this will be a nice little easter egg surprise for him.

**Sean:** Hey Nick, 100 bucks. Yep.

**Announcer:** Now, our feature presentation.

[music]

**Ray:** A little over a week ago, we hosted our affiliate mastermind meeting in Coeur d'Alene Idaho, at the Coeur d'Alene Resort. By the way, Coeur d'Alene Resort, 100 bucks.

[laughter]

**Ray:** Which is minuscule when compared to the amount of money we gave you.

**Sean:** Right. Seriously.

**Ray:** But it was totally worth it. This was a meeting of our top affiliate partners from our launch of the Copywriting Academy earlier this year with a couple of notable exceptions who are not able to make it. Most of our partners did show up and, just to give you a sampling, we had Mike Kim, Jeff Bullas, who's a content marketing guy. I didn't explain who Mike Kim is because you know him. He's part of my show pretty often.

**Sean:** He's pretty familiar to our audience.

**Ray:** The personal branding expert. John Nemo, our LinkedIn guy. John is off the hook when he's--

**Sean:** He really reminds me, I forgot the name of one of those original SNL guys.



**Ray:** Phil Hartman?

**Sean:** I don't know. Was he the one that would do the infomercials?

**Ray:** I think so, yes.

**Sean:** [laughs]

**Ray:** Oh my gosh. You're right.

**Sean:** I couldn't put my name on that actor, but I was like, "Man, he reminds me so much of that guy."

**Ray:** That is so true.

[laughter]

**Ray:** I'll never be able to see John the same way. I certainly wouldn't.

**Sean:** [laughs] maybe we shouldn't repeat some of the-- [laughs]

**Ray:** Probably not.

**Sean:** John's a lot of fun in person. Let's just leave it at that. [laughs]

**Ray:** He certainly is. We'll put links to all these guys' sites in the show notes. Mark Timm was there. He's the CEO of Ziegler family, with is the Zig Zigar Organization. What a tremendous guy.

**Sean:** Totally.

**Ray:** Ernie Svendsen, Ernie the attorney.

**Sean:** We just always like having Ernie around. [laughs]

**Ray:** Yes. Jody Maberry, the business ranger, took us on a hike, literally.

**Sean:** I could not participate, but I heard that it was fun.

**Ray:** Well, the funny thing about it was billed as a stroll. A stroll, it was the most vigorous stroll I've ever been on.

**Sean:** [sniggers]

**Ray:** Everybody was sweating, and of course, Matt McWilliams and Mark Suverkrup who are our JV managers, or our affiliate managers, were there as well, and you were there. I want to give a big hat tip to the guy who really made this all work.

**Sean:** Totally.

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**Ray:** Marshall Bone.

**Sean:** Marshal Bone.

**Ray:** That guy. Marshall, you-

**Sean:** You.

**Ray:** - you have a gift. It's huge.

**Sean:** It's huge.

**Ray:** [chuckles] Why am I telling you about our affiliate mastermind? You might ask. Well, it's because it really underlined for me the value of mastermind meetings, and a mastermind according to Napoleon Hill, is, "a group that is brought together out of agreeing on and pursuing the cause of mutual benefit."

**Sean:** Mutual benefit? Where have I heard that before?

**Ray:** Yes. Napoleon Hill's proposal is that when two or more people are gathered together as a group-

**Sean:** Jesus is in their midst?

**Ray:** Well, he says-

**Sean:** [laughs]

**Ray:** - this is what Napoleon Hill says -- you stole my punchline.

**Sean:** Really? Sorry. [laughs]

**Ray:** Because Napoleon Hill explains it this way, he says, "When two or more people are gathered together for the purpose of mutual benefit, it's almost as if a third mind becomes present."

**Sean:** Really?

**Ray:** Yes. Though it does sound--

**Sean:** It's almost as if.

**Ray:** It sounds almost as if it's taken from the Bible, where Jesus says, "Where two or more gathered in my name, there I am in the midst of you."

**Sean:** Now -- Total, total rabbit trail.

**Ray:** Go ahead, I wanted you to do this.



**Sean:** You recently discovered that he did not originate that.

**Ray:** That's correct. He borrowed it from the culture in which he was working at the time.

**Sean:** A lot of people find these things unsettling because I think they're uniquely Christian ideas, and when they find out that they're not, it can be like, "Oh crap." But really if you think about it, he was doing what we teach people. He was speaking their language.

**Ray:** Yes. The encouraging thing about this -- I don't want this to challenge or bother your faith because I learned this from NT Wright. One of the top New Testament scholars and a definite full on believer.

**Sean:** Absolutely.

**Ray:** His point was that Jesus was operating in the world not encouraging people to hang on until they get taken on the rapture bus to a holy place that is better than this place. What we're talking about is, there was a practice in the culture where representatives of the Empire would show up and where two or more of them were gathered together, doing the business of the Empire, it was as if the emperor was there in their midst.

**Sean:** It was like a thing the Emperor started. It was like, "I'm even there in your midst." So many of these things, I know this is total rabbit trail, but so much of the stuff that we associate with Christianity these days actually got lifted by Jesus in the early church. Which again is just doing what we teach people about strategic communication. You take the language and the imagery that people are used to and you repurpose it to communicate what you have to them. Like, "King of kings, Lord of Lords," that predates to Rome. That goes back to the Babylonian Empire and stuff like that. Lord and Savior, Nero called himself that; Emperor Nero.

**Ray:** What Jesus was doing was initiating a revolution. Not a using swords and bloody battles revolution, but a spiritual revolution and he was saying, "I'm the king, and where two of you are gathered together, I'm there in your midst." That is a bit of a rabbit trail but the mastermind concept.

**Sean:** All right, we're talking about the mastermind. [laughs]

**Ray:** To circle back to what we were discussing, that's the principle on which it is based. Then the practice is that you're supposed to gather together intentionally, with the purpose of mutual benefit. Because of this mastermind effect, because of this third mind, you'll be smarter as this group. You'll have insights and wisdom that you wouldn't have otherwise, and you will help one another to succeed more in business.

**Sean:** Right. Well, and it's true and it totally speaks to -- I can't remember who originated this saying, but we really like it, it's the, "You can't read the label when



you're inside the bottle." That's the other side of the issue. It's that when you're in -- and we saw this happen virtually. Everyone who had a hot seat, they were just obvious things about their business that they couldn't see, because they were in it.

They were in the middle of it, and they were so focused on all the pieces of it that sometimes you don't see the big picture. Having a group of other people look at your business and ask questions and go, "What about this? Why are you doing it this way?" And you go, "Because I haven't thought of it. That didn't occur to me."

**Ray:** [laughs]

**Sean:** "That's why I came to this meeting."

**Ray:** As we went through this process I was jotting down some thoughts on why it was so valuable and I came up with the five Cs that you will benefit from by being part of a true mastermind experience. After I go through the five Cs, we are going to hear from all the guys that were at this mastermind, because I asked each of them to give a thought about what they felt was valuable about the process.

**Sean:** Cool.

**Ray:** The five Cs that you will benefit from when you take part in a true mastermind meeting: Number one is "Clarity." If there was anything that was obvious to me -- and you can correct me if you feel I'm off track here, but everybody in the room really wanted some clarification on, "Well, this is my situation. I'm not quite sure what to do next."

**Sean:** Yes. That was the big thing. It's like, "I've reached a certain level of success and I need to know how to take it further." Maybe they did have strategies, but all they brought to the table it was that kind of--

**Ray:** You got to know these are all successful people already.

**Sean:** Right, because they were the top performers in our promotion, so they know what they're doing.

**Ray:** Yes. It's interesting, just as a side note, another tangent is, it's often true that the people who invest in things like mastermind groups and training programs are on the surface, they appear to be the people who needed the least. They are already cranking away on all eight cylinders. They're doing great. A lot of people would say, "Why do you need to go to that meeting? Why do you need to buy that product? You're already doing well." Well, how do you think they go there?

**Sean:** Right. Yes.

**Ray:** It's that constant fuel of ambition of expanding, of getting better, of having more impact.



**Sean:** Every living organism must either grow or die.

**Ray:** Yes. What happens to the rest of the people, like the people who may invest in a program or something and never do anything with it, then they just give up on it. They become skeptical and cynical, and they say, "Well, nobody ever succeeds in that stuff." I believe it's because they've shut off their ambition. They've settled. They've decided, "This is where I stop. I don't want to try harder because it hurts and I might not succeed and so I'm just not going to put myself at risk anymore."

These are already successful people looking for clarity. If you're looking for clarity, don't feel bad. Feel good. Number two, the second benefit that you get from being part of a mastermind meeting like this is "Collaboration." Think about the origins of the word collaboration. It means to co-labor, to work together. You're working together not only with the other people in the mastermind but also with the third mind, whatever you make of that.

Number three. The third C that you receive as a benefit of being part of a mastermind is "Critique." Critique, this is where -- We made it a safe place. We had everybody agree that what was set in the mastermind would remain confidential and stay in the mastermind. In fact, Mike Kim was busy writing in his Michael Hyatt *Full Focus Planner* and he just tentatively put his hand up, put his hand back down and keep on writing. I called him out and said "Whoa, Mike-

**Sean:** Whoa.

**Ray:** - that seemed like a half-hearted agreement. Are you in or not?" He laughed, of course. We all agreed it would be kept confidential, but that made it safe for people to be vulnerable and open about, "Well, "This is something that I'm having a challenge with, and I'm asking the rest of you to speak into the situation." There is a one time, in particular, I'm thinking about, I had to ask somebody, "Do I have your permission to be brutally compassionate?"

**Sean:** Right. Yes.

**Ray:** It felt like totally ripped their idea to shreds.

**Sean:** Well, it's unfortunate when someone says, "Hey, I have got this idea based on premise A, B, and C." They want to talk about their idea that's based on those premise, and then you have to go, "Whoa, whoa, back the truck up. Let's talk about premise B because that's all--"

**Ray:** Right. Messed up.

**Sean:** Even when it's a safe place it's never fun.

**Ray:** No, but to the credit of everyone there and especially one member of our group, in particular, the openness to hearing that was really remarkable. I was really impressed by the maturity level and the discipline of the people present. It was really



cool. You need this in your life. You need people to say to you, "I think that idea is dumb, and here's why." They might not be right-

**Sean:** Right. Yes.

**Ray:** - so you have to have the backbone when you know you are correct, to say, "Thanks for your input but I don't think that's correct. I don't think that's right. I want to do what I plan to do." You also have to have the wisdom-

**Sean:** Right, to weigh.

**Ray:** - and decide, "Maybe I'm not right about this." It's helpful to have multiple people speaking into it. If everybody in the group is saying, "No, that's damn. You should not do it." Maybe you should pay attention to that.

**Sean:** You should at least give it a few more seconds of thought.

**Ray:** Yes. The fourth C that you receive is "Caution." This is where the other people in the group will give you a set of caution criteria, things to look for to know if your plan is going off track, the things you might not otherwise think of. As entrepreneurs, we all have one thing in common, we are unrealistic optimists.

**Sean:** [sniggers]

**Ray:** We just tend to think, "It's going to work and if something goes wrong, I'll make it work." There's a quote, I think by [unintelligible 00:25:27] and it says, "We'll either find a way or make one." That's the entrepreneurial spirit in a nutshell, which is cool, but which can lead you into trouble. As Tony Robbins says, "If you're running to the east in search of a sunset, you're going to be forever disappointed." So, caution is a good thing to have.

When you receive these first four Cs openly and correctly, you receive the fifth C which I think is the most important one to come out of the meeting, which is "Confidence." Confidence is what fuels you to push through the hard stuff, it's what allows you to push through the times of low cash flow, of problems with employees, of hassles from the government, that's weird but that happens.

**Sean:** What?

**Ray:** Dan Sullivan says that "Confidence is your most important asset as an entrepreneur." You must at all costs protect your confidence. I think being part of a group like this is one of the ways you do so. I thought it would be a cool idea we captured some thoughts from each of our attendees about what they got and what they value out of the experience. Now, I have to preface this or something, I said to these guys, at least half a dozen times, "I am not looking for a testimonial, this is not some that were selling, I just want you to talk about the value the mastermind process." I tell you that because every one of them -- sounds to me like they're trying to give me a testimonial.

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**Sean:** [sniggers]

[music]

**Ray:** That's not the point. Listen to -- not the part where they say, "I was at the Ray Edwards' Mastermind, it was fantastic." Listen to the part where they're talking about the benefit that they received and what they're advising you to consider as you form a mastermind group or become part of one.

**John Nemo:** Hey, my name is John Nemo, I'm here at the Ray Edwards' Mastermind. I create all online courses for business coaches consultants, how to use LinkedIn, how to use webinars. What I really took away from this, along with meeting incredible people, the great knowledge was, how important it is for you to really have your real life personality match your brand online?

The example is, I teach LinkedIn training to a lot of people, so in my LinkedIn photo I have a shirt and tie on and everything, that's not me. I blow into this conference that I'm my usual goofy self by telling jokes and everybody here is like, "I didn't realize you were funny or engaging." The real takeaway that I have with this is, be your authentic self on, whoever you are, your biggest advantage of the marketplace is you. Make sure that that gets translated.

**Ernie Svendsen:** I'm Ernie Svendsen, I'm here at Ray Edwards' Mastermind group, it's been a fabulous two days working with people who are what I would call high performers, people who are entrepreneurs, who run multimillion dollar businesses, people who have sharp critical thinking skills. They come here to work with other people to help them clarify their decision-making and their thinking.

What really impressed me the most is you can get far in life doing a lot of different things, but the thing that makes the biggest impact, it seems to me, is sharpening your decision-making. Being with people who seek that and who have worked at it for a long time, that's what I've been around for two days. What I learned was very profound, life shifting and reassuring. It's definitely something I would do again. It's definitely something I recommend to everyone too.

**Mark Timm:** Hi everybody, my name is Mark Timm, I'm here in the Ray Edwards' Mastermind. I happen to be CEO of the most viable business in the world, and also it happens to be my family. I got the coolest job on the planet and that is I get to run the Timm family, but I have a second job that's just as cool, and that is I'm the executive vice president of the Ziglar brand. I get to take this brand that's impacted 250 million people, and I get to take it and keep that legacy, be a living legacy and expand that all over the world.

What's cool about being in a mastermind like this? The coolest part of all is that we are at a place where we're helping each other to do more, be more, so we can all have more of an impact that we want to have. See, what I found in my life, is that we're all still searching. Each of us come here with our own communities, our own platforms but we're still searching, and we're the sum of whoever we hang out with. I

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got the chance to hang out with some pretty amazingly awesome people, but we're still searching.

All of us were searching on how we can have a bigger impact, and so if you're out there and you're having an impact in any way shape or form, and you want to have a bigger impact. I can tell you how to do it. Simply put yourself in a room with people who will push you, who will ask hard questions. A place where you can be authentic and genuine, and you'll grow like you've never grown before. Don't stay confined to your own universe and think you've got it figured out. Go somewhere where you're in a place where people will push you to make an even bigger impact. You won't regret it. Trust me.

**Mike Kim:** Hey, this is Mike Kim from mykim.com. I've had a great few days here, making some new friends and seeing some old ones. The reason I come to events like this where we just hang out, strategize, is simply this: the poor minds compete with one another, rich minds empower each other. That's what I've experienced in the last few days, so whether you're creating content, or you're building a business, or you're just where you are in your day job and you want to make your way out, eventually. Just give, be generous with what you know, be generous with who you know. Look for opportunities to connect others and make other people's world bigger, and you won't be able to stop.

**Jeff Lewis:** Hi, I'm Jeff Lewis, from jefflewis.com. The reason I came to this mastermind is because of a story I always tell my kids, "If you want to fly like an eagle don't hang out with turkeys." I decided to fly with a few eagles here, the last couple of days.

**Jody Maberry:** Hello, this is Jody Maberry from jodymaberry.com. I have had such a wonderful time being in a room of such a great minds. It really shows me that there's one big difference of what I've seen of the people that I've been with the last couple of days versus really, a lot of people, that they'll show up somewhere to learn and take in so much information, but the people in this room take action. Education without endeavor just is not going to get you very far, and that's my advice to you. Sure, go out and learn stuff, but then go make it happen.

**Ray:** Good thoughts from the attendees at our affiliate mastermind meeting in Coeur d'Alene Idaho, a little over a week ago.

**Sean:** Right.

**Ray:** It was a great time. If you are looking for a unique place to take a vacation. I strongly suggest you consider Coeur d'Alene Resort.

**Sean:** Make sure to get one of the rooms with a view of the lake.

**Ray:** I had one of those.

**Sean:** You did, it was very nice.

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**Ray:** You did not?

**Sean:** I did not.

**Ray:** We'll correct that next time.

**Sean:** [laughs]

**Ray:** I felt so bad about that.

**Sean:** You shouldn't have. It was fine.

[music]

**Ray:** It is an awesome resort and they have great food, and great fun on the lake and sea plane rides, and so much to do. We just love that place.

**Sean:** Coeur d'Alene Resort. Hundred bucks.

**Ray:** Another 100 bucks.

**Sean:** Yes, another one.

**Ray:** Make it two -- make it three.

**Sean:** Yes.

**Ray:** We deserve it. Check our handles.

**Sean:** All right, well, if you found today's show helpful. Please subscribe to it to the Apple podcast directory. Leave a review with your name and your website. We'll mention you at some point. You can get the notes and the transcript if you go to [rayedwards.com/299](http://rayedwards.com/299). They will be there waiting for you. Do you have a quote worth note?

**Ray:** Yes, from Walter A. Williams.

**Sean:** I think this one's been on here a couple times, but it's a good one.

**Ray:** "Prior to capitalism, the way people amassed great wealth was by looting, plundering, and enslaving their fellow man. Capitalism made it possible to become wealthy by serving your fellow man." That's a good one. You should meditate on that for the week. That's your assignment. My prayer for you is that you prosper and that you're in good health. We'll see you next week.

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of prosperity with purpose and freedom. Remembering the true freedom is available to all through Jesus Christ.