



Ray Edwards Show, Episode 300

21 Money Myths That Keep You Broke, Thoughts for Your Thoughts

Ray: *Ray Edwards Show* episode 300. 21 money myths that keep you broke, thoughts for your thoughts.

Announcer: It's the *Ray Edwards Show*, this is the podcast for prosperity with progress. [music]

Ray: Okay. Here's the question of the day, where did you get your beliefs about money, where did they come from? No, seriously. Take a moment and think about this, think about the stuff you believe about money, I'm sure a few thoughts have already come to mind of things that you believe, where did those beliefs come from?

Pat: Right. Well, I think an even better way of getting people to realize if they have confusing ideas about money, is to ask them to define money in one sentence.

Ray: We haven't even gotten to the point of asking if any of their beliefs conflict with one another?

Pat: No, it's just different. What is money? Define it in one sentence, and a lot of people have a hard time, and I'm not criticizing, it's because our economics classes and everything, it's all assumed that we know money is but the reality is 90% of the people out there don't know what money is.

Ray: Money is a very emotional subject.

Pat: Right.

Ray: It is logical, there's a logic and a reason that explains what money is, how it functions, what its proper uses, what its proper uses or not, all of that, but it's a really emotional issue. It is interesting that even in the Bible the thing that Jesus talks about the most, the topic He talks about the most, not lust not-

Pat: Homosexuality. Did I say it?

Ray: Not homosexuality, not abortion.

Pat: Not transgenderism, not bathroom laws.

Ray: Just a FYI, I don't think Jesus ever talked about homosexuality.

Pat: No, I'm thinking he did not, I don't think he ever talked about bathroom laws either.

Ray: No. The thing he talked about the most, money, which tells us it was an emotional issue even back then. The chances are that you have a lot of beliefs



about money that you're not maybe not even conscious of, but if we were able to have this conversation sitting at a coffee shop for instance.

Pat: Pretty sure I could push your buttons.

Ray: If we're sitting at Rebel 77, our favorite coffee shop.

Pat: Our favorite, our absolutely favorite coffee shop.

Ray: The best coffee shop in Spokane.

Pat: Probably pretty soon in the world.

Ray: I think so. If we're sitting there at Rebel 77 on 57th Ave. Spokane, WA 99223, we would talk about money and ask you a lot of questions that would elicit what your beliefs are. I think you'd be surprised that some of the stuff you believe about money, maybe you believe money doesn't grow on trees, maybe you believe that a penny saved is a penny earned, maybe you believe that it takes money to make money.

Pat: Are we going to cover the for some to be rich others have to be poor?

Ray: Maybe you believe that, interesting. Because some of the beliefs I just mentioned are contradictory.

Pat: They are, or especially with our, this isn't just limited to our Christian audience, because this phrasing has been picked up by the culture at large, but you may think that money is the root of all evil and that capitalism and people who have lots of money because they have so much money they've sold their soul to greed and materialism.

Ray: Now, let's think about that for a moment. If you are living in the Western world, or anywhere in the world, and you have a desire to make enough money that your family can live comfortably, that you're not under any financial stress, that would put you in the category of making good money, being well-off, really being in the top. To be in that position, you have to be in the top 5% of money earners in the world. Everybody the US, you're in the top 5%, unless you don't earn any money at all. I think even if you're on the dole, that puts you in the top 5% of the world in terms of income earned.

If you want to get to there, then you want money, and yet if you believe that money is the root of all evil, how do you think that plays out in your emotional being?

Pat: We're about to have a mind blown a moment here, because if you believe that you need money to feed your family, and to live a decent life, and you believe that money is root of all evil, well that's going to produce a contradiction in your psyche.

Ray: Because you now believe that you have to have evil, you need evil in order to feed your family.



Pat: Necessary evil in your life. Now, to illustrate this point, I was speaking with someone recently and they were talking about business and business growth and things like that, I asked them why they wanted to pry something a certain way, it was higher than I expected. They said, "Because I'm evil and I like money."

Ray: What? Was this somebody like in our circle who knows what they're saying and they're saying it is a joke?

Pat: No.

Ray: Somebody who is serious about what they're saying?

Pat: Well, I think they were [crosstalk] making a joke but they were revealing a contradiction. They were revealing a contradiction in their psyche.

Ray: Because in every joke that we make, there is a kernel of truth.

Pat: There is a kernel of truth. Anyway, we've spent a long time on the preamble.

Ray: Well, I think it's worth it because I think we want to put this in the right context. The most commonly held misconceptions about money are actually dangerous deceptions that can cause you all kinds of emotional and internal strife.

Pat: Absolutely.

Ray: Emotional problems, psychological problems, contradictory beliefs and a reality that punishes those who try to navigate life, based on contradictory tactics. Let me say that again because I think it's important. You probably hold contradictory beliefs in a reality. This one, the one we're living in that punishes those who try to navigate life, based on contradictory tactics. Now it's not God that's punishing you, it's not society that's punishing you, it's reality.

It's like if you believe that you can jump off a building even though you know lots of things about gravity and you think you can jump off a 10-story building and live. Reality will exact the toll.

Pat: Reality is very unforgiving.

Ray: Yes.

Pat: [laughter] It just says, "Hey, this is the way things are and you have to deal with it."

Ray: I'm not going to give you any hints or tips-

Pat: One of my favorite quotes-

Ray: -or free passes.



Pat: -right now in my life is from, can you guess who it's from?

Ray: Let me guess. I'm thinking John Gray. Men are from Mars, women are from Venus guy.

Pat: [laughter] No, it's most of the problems in the world come from people putting in I want before an it is.

Ray: I believe that is Ayn Rand.

Pat: Yes.

Ray: We're going to try to go the rest of the episode without saying her name.

Pat: We're talking about money. Can you really make that promise?

Ray: No. I said try.

Pat: I think that's even dishonest. [laughter]

Ray: That's true. I saw an interesting YouTube video yesterday. It was an interview that Phil Donahue did with Ayn Rand. I think it was in the '80s.

Pat: Really?

Ray: Right before she died. It was very interesting because Phil obviously knew her stuff really well and he was asking her intentionally provocative questions.

Pat: Really?

Ray: It was fun. There was some guy going crazy in the audience yelling stuff out and of course, he was a Christian.

Pat: Why? Oh my gosh.

Ray: Not helping. Today we're going to bust the 21 most common and most dangerous money myths and we'll expose the liberating truths that will let you free yourself of self-imposed limitations. Even Louisiana Kermit is interested in that.

Pat: He loves his crawdads and his biscuits and gravy.

Ray: You got to pay for those.

Pat: Yes you do. It means you've got to work hard because you don't get nothing from something. I mean the other way round, you know what I mean.

Ray: Philosophical moments with Louisiana Kermit.

Pat: I ain't no thief.

File name: REP300.mp3



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

Ray: Speaking of thieves it's going to be our first little piece of scripture that we're going to share during spiritual foundations. Today's spiritual foundations, I'm not going to give any commentary, I'm just going to read a few verses from the Bible.

Pat: The Bibly.

Ray: The B-I-B-L-E that's the book for you and me. If it's not then you can just skip this part and go on to the next part.

Pat: Even if the Bible isn't like your spiritual guide, it has affected western society tremendously. It might be good for you to at least be somewhat familiar with it.

Ray: It's true. Here is a verse from John 10:10 the thief does not come except to steal and to kill and to destroy. I have come this is Jesus speaking. I have come that they may have life and that they may have it more abundantly.

Pat: It's really hard not to comment.

Ray: I know. Proverbs 10:22 the blessing of the Lord makes rich and he adds no sorrow with it.

Pat: It's so hard not to comment.

Ray: Matthew 6:32-33 but if God so close the grass of the field which today is alive and tomorrow is thrown into the oven will he not much more clothe you O you of little faith. Therefore do not be anxious saying, "What shall we eat, or what shall we drink, or what shall we wear?" For the Gentiles, in this context, that means the unbelievers, seek after all these things and your heavenly Father knows that you need them all. Seek first the Kingdom of God and His righteousness and all these things will be added to you. So hard not to comment.

Pat: So hard.

Ray: 2 Corinthians 8:9, for you to know the grace of our Lord Jesus Christ that though he was rich, yet for your sakes he became poor. That you, through his poverty, might be rich. Ephesians 3:23-21, now to Him who is able to do exceedingly, abundantly above all that we ask or think according to the power that works in us. To Him be the glory in the church by Christ Jesus to all generations forever and ever. So hard not to comment.

Pat: Yes.

Ray: Hopefully, this will spur you to go and look up the references to money and riches and prosperity in the Bible and-



Pat: The book for you and me.

Ray: -and decide for yourself what is it saying? You're smart if you can read and you can reason which I'm sure you can do both. It's helpful to have teachers and people to help you understand things, but you don't need them. I think you can read this stuff and figure out on your own, what is it saying? It's not a simple message as you might think.

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

Ray: Second week in a row for the tip of the week. My advice is check out my YouTube channel.

Pat: Well, I actually have a booster. I have a piggy back tip of the week that I think pairs well with your tip of the week.

Ray: Okay.

Pat: The Panasonic GH5. [laughter]

Ray: Oh, man. I should shoot this week's YouTube video on the Panasonic.

Pat: Yes, you should.

Ray: Now why the GH5?

Pat: Technology is advancing so even by the time that this publishes this might not be true anymore. [laughter]

Ray: Okay, hang on. Pat Flynn, this is for you. Pat Flynn's smart passive income podcast. By the way Pat, 100 bucks.

Pat: 100 bucks.

Ray: Pat was asking a question on Twitter this week about what's the best mobile camera for vlogging? Everybody had all these different answers and nobody mentioned the Lumix GH5 first of all. I just said, "Well, first of all the iPhone shoots 4k at 60 frames per second and it's already in your pocket."

Pat: No, it doesn't.

Ray: Or 4k at 30 frames per second.

Pat: 30 frames per second.

Ray: That's what everybody wants anyway.

Pat: Yes, for now.

File name: REP300.mp3



Ray: It's still better it's still better than almost all the cameras that people are using for vlogging.

Pat: Absolutely.

Ray: None of them used 2 to 4k.

Pat: No.

Ray: So, that's still better, but Pat the real answer for you is if you really want to go to the top of the--

Pat: Balls to the walls.

Ray: Yes. You want to do that? Panasonic Lumix GH5. Now, explain.

Pat: This puppy we haven't used it extensively, so we haven't shot like hours and hours of footage on it but the little footage that we have shot has been remarkable. It is a 4k 60 frames per second capable camera which at the time that we purchased it, it was the only one within a reasonable price range.

Ray: It was like \$5,000 before you even got--

Pat: Close to something else. We had a camera. We've had two DSLRs that could shoot at 1080p 60 frames per second and so we've been running 60 frames per second for a while and I know that there's some pushback. People out there they don't like 60 frames per second, they think it looks--

Ray: It looks like a soap opera.

Pat: It looks unnaturally smooth or something.

Ray: Yes, like real life.

Pat: Like real life, but yes because real life is unnaturally smooth. Honestly, I think that's going to shift. The whole 30 frames per second or even what movies run at which is 24.

Ray: Well remember when movies came out on high-def on Blu-ray.

Pat: Yes, I remember I was uncomfortable with it.

Ray: It's like, "This looks weird to me."

Pat: The issue was it looked too real. We got used to seeing a fake video.

Ray: Yes. You want to see something really startling, watch the *Star Trek The Next Generation* on high-def.



Pat: Right. The 24 frames per second was the minimum number of frames they could put on a wheel of film and run it that the human eye could still discern motion and like that was the bare minimum they could get away with. That's how we adjusted. Well now we don't have that limitation.

Ray: Oh my gosh. This is like the story of the lady with the ham at Thanksgiving. The mother of the family fixes the ham and she cuts off the end of the ham and somebody asks, "Why do you cut off the ends of the ham?" She says, "Well because my mom always did that." They said, "Well let's call her and ask her why." They called her mom and her mom said, "Well I did it because grandma always did it." They called grandma and grandma said, "I don't know why you guys do it. I did it because we had to small of a oven, we couldn't fit the whole ham in there."

Pat: Yes, exactly. I think the whole 30 frames per second thing is going to pass as more and more people shift to 60 just because once you do adjust it's better. You enjoy it more.

Ray: Yes, it is better.

Pat: We got the GH5 because it was the only camera within a reasonable price range. I think it was like \$1,000 right? For the body?

Ray: 1,900.

Pat: 1,900. Really?

Ray: Yes.

Pat: Is that with the lens though or?

Ray: No. With the lens it's 3 grand.

Pat: That's right. It's 2,000, a little pricey but it would do 4k at 60 frames per second. We don't publish at 4k. Most people don't publish at 4k but what we had heard rumors of was that down scaling from 4k to 1080p was really where the money was at and oh my gosh.

Ray: It's weird we can shoot it 60 frames per second 1080p and it looks good and we can shoot at 4k on this camera and down scale it to 1080 and it looks better.

Pat: It looks far better. I don't understand it and see the other thing that allows you to do is if you use green screens the 4k gives you a higher resolution so your green screen looks more natural. Also it allows you to crop and zoom in more without a degradation in quality, because you could zoom in to a quarter of the film screen and still have the same resolution that you would've had at 1080P.

Ray: What manner of sorcery is this?



Pat: Isn't that crazy? You can zoom in -- you just need 25% of the screen it's still 1080P.

Ray: Sir Davos does not approve.

Pat: No he doesn't and neither does Lord Baelish.

Ray: That's really good. That's a disturbingly good Lord Baelish.

Pat: I like to play a little game.

Ray: Oh, so you have seen it.

Pat: [laughs] What's the worst reason someone could have. [laughs]

Ray: That was an interesting game. All right, well say no more.

Pat: Anyway, so YouTube channel check out my dad's YouTube channel and if you are in the market for a new DSLR to take video and oh, it's just an awesome camera to use. The menu is fun to use and the auto focus is freaking phenomenal.

Ray: Yes, I love my Canon 70D but this Lumix is easier to use the menu system--

Pat: And the lens, oh my god.

Ray: Well the lens has got Leica glass in it. It's incredible.

Pat: For \$3,000 you can get a really nice camera that shoots -- oh it's got two SD slots so you can hot switch between them or whatever it's called because you have to be hot swap, hot swap. I mean at 4K, 60 frames per second the camera even warns you. It says you need a high-performance computer to edit this. [laughs]

Ray: What you need is a Final Cut Pro.

Pat: What you need is a Mac and Final Cut Pro. Okay so you're getting a lot of tips in this tip of the week no kidding. Because Adobe has not figured out how to make editing 4K easy because if you try to use Adobe Premier to edit 4K, if you've tried it you know what a nightmare that is. Final Cut Pro, it's dark magic. It's sorcery.

Ray: I don't know how they do it but--

Pat: It's so crystal smooth to edit with it and then it exports four times the speed.

Ray: Yes and I don't know what it is but I always had to monkey with the audio on Premier and I don't have to on Final Cut Pro for some reason. It sounds great just coming straight out of the camera.

Pat: For the videos that we shot with the GH5 I still had to fix the audio.



Ray: I'm talking about even with my Canon.

Pat: Okay.

Ray: I'm talking about Final Cut Pro now.

Pat: All right.

Ray: Anyway-

Pat: Long tip of the week.

Ray: -now I have to shoot this week's YouTube video with the Panasonic or people would be disappointed.

Pat: Right.

Ray: Oh well, I guess I'll have to do that.

Pat: Just to get to play with the new camera.

Ray: Yes.

Announcer: Now our feature presentation.

Ray: Okay, on to our feature presentation now. 21 money myths that keep you broke and the 21 liberating truths that will set you free. They correspond with the myths in case you haven't figured that out.

Pat: We're not going to do like a high school test like line up the truth.

Ray: No. [laughs] This grew out of my preparation for -- I'm so excited for this workshop which you can't buy tickets to because it's all sold out.

Pat: It's all sold out and hey, and how did we sell it out?

Ray: Email.

Pat: Did we -- I mean obviously the email must've pointed people to like a video sales page and stuff like that.

Ray: No.

Pat: No?

Ray: Text sales letter.

Pat: Text sales letter? Not even a video?

Ray: No video on the sales page. [crosstalk]

File name: REP300.mp3



Pat: Wow, and how expensive were the seats?

Ray: \$5,000

Pat: How many seats did you sell?

Ray: 12

Pat: Wow.

Ray: I know right. Maybe you're interested in knowing how we did that. If you are seriously let us know I don't want to bore you with it if you're not interested but if you want to know, "How in the world did you sell 12 \$5,000 tickets in less than a week?"

Pat: Right, a month ahead of time.

Ray: With just email. If you want to know that let us know.

Pat: No video.

Ray: We'll break it out for you. Anyway, as I'm preparing for this workshop which is about how to build a million dollar copywriting business. I'm having so much fun prepping for this. I got out this classic of the direct response field called *Seven Steps to Freedom* by Ben Suarez. Some of you will know about Ben. He's just a legend in this field and he had a system called the net profit generation system, which I think is just the coolest name ever.

Pat: Right.

Ray: Except for copywriting academy, which is obviously the coolest name ever.

Pat: It's self evident.

Ray: [laughs] It is. He starts his book with this chapter called prepare yourself for success and this is where I got the 21 myths. Now, we're not giving exactly the same answers we're improvising our own answers. Some of them will be very similar because we have similar beliefs to Mr. Suarez, but if you want the original source material on this get *Seven Steps to Freedom* by Benjamin Suarez, S-U-A-R-E-Z or E-Zed if you're in Canada or UK. This book is out of print so it maybe hard to find. I got it as a gift from a friend of mine, thank you Kurt Christenson. 100 bucks.

Pat: Really?

Ray: Yes, so let's go. Myth number one, you can no longer start a business in today's economy.

Pat: Oh geez. [crosstalk] People actually believe these things, don't they?

Ray: They believed them 40 years ago too.

File name: REP300.mp3



Pat: One of the things that I think the listeners need to know, just because I think this will make it fun for more people, is that I actually haven't looked at these and I'm going to look at them as we go through them.

Ray: That's what's going to make it fun.

Pat: Yes, I haven't seen any of the other ones I only know-

Ray: I kind of know what my response is going to be--

Pat: I haven't even read all the 21, that's what I'm saying.

Ray: What's your spontaneous response, will be?

Pat: That's why my immediate response was what?

Ray: My immediate response would be this is a load of crap.

Pat: This is an excuse, that's what this is.

Ray: Yes.

Pat: Oh man, are we going to be totally brutal? Is this gonna be another episode where people-

Ray: Brutal compassion.

Pat: -where people are just gonna feel beat up afterwards?

Ray: It's for your own good.

Pat: Right, I mean we do this because we love you.

Ray: Seriously.

Pat: This hurts us more. [laugh]

Ray: It hurts me more than it hurts you.

Pat: What's the worst reason

Ray: We could have for telling you the 21 myths?

Pat: For telling you the truth. See it's actually not as hard as--

Ray: No, it's not, it's kind of an easy one.

Pat: It's kind of an Irish accent at the front of your mouth and you whisper.

Ray: And you whisper. Which you didn't do in the first season.

File name: REP300.mp3



Pat: No, right.

Ray: I wonder if he had like a throat injury.

Pat: I don't know, why would a throat injury make you talk like this?

Ray: What's the worst reason that a throat injury could--

Pat: What's the worst reason? [laugh]

Ray: Okay back to the 21 myths. You can no longer start a business or it's really hard to start a business in today's economy.

Pat: Look, I will give you this, it is really hard to start a business, but not because of the economy.

Ray: No, and I'll give you this. It's easier than it ever has been, all the barriers to entry have been taken down you don't have to--

Pat: Well, except the bureaucratic ones. [laugh]

Ray: Well, but we entrepreneurs we tend to just put on blinders and say, "Okay, [crosstalk] you want to strap a thousand-pound weight to my back? I'll still run your economy for you."

Pat: For reasons that we'll reveal at some point running into more bureaucracy.

Ray: Yes, we're living the life we're recommending.

Pat: Yes.

Ray: You definitely can start a business, the barriers to entry have been taken down if you're starting a brick-and-mortar business, it's a little harder but it's still definitely possible. If you're starting an online business.

Pat: It's much easier.

Ray: There are no barriers you need \$8 and a 10 year old who can help you set up your website.

Pat: [laughs] You need a Wesley Crusher.

Ray: I hear you can get them in China.

Pat: We're talking about the total rabbit hole training [laugh] total rabbit trail because I was talking about this earlier. I started breaking up since I mentioned Wesley Crusher. I watched Gates McFadden who played Beverly Crusher on the next generation. Yes, I'm that big of a dork that I know the actresses name who played Doctor Crusher.

File name: REP300.mp3



Ray: I've actually spoken to her.

Pat: You have?

Ray: I interviewed her and Brent Spiner on my morning radio show and Brent was kind of a jerk.

Pat: Was he?

Ray: Yes.

Pat: On a lot of the interviews I've seen he's a pretty nice guy maybe you caught him on a bad day.

Ray: I think probably so, maybe it was right about the time Gates was getting fired.

Pat: Maybe, anyway, she was talking about why she because if you Star Trek TNG fan you know that for season two or three she wasn't in there it was--

Ray: Hang in there with us only this will only last a moment.

Pat: Yes, I promise you. Anyway, she was saying why she left or when I actually found out she got fired but she brought up Wesley. Because when Star Trek next generation first came out people hated on Wesley because he was like a Swiss Army knife.

Ray: Like a whiny?

Pat: Yes, he always had the answer.

Ray: There was a meme if you could call it that back then called shut up Wesley.

Pat: Right, yes. Well because Patrick Stewart Captain Picard actually said that to him at one point. People thought it was totally unbelievable that this young teenage boy could have all of these technological answers and bail the enterprise out of so many hot issues. Gates McFadden, because she does interviews like in the last five years she's like, well now people don't have a problem with that, with the millennial generation because they do have all the answers. [laugh] When you said eight bucks and a ten-year-old that's what--

Ray: What came to mind?

Pat: You need a Wesley

Ray: Point taken all right myth number two that keeps you broke. I don't have a product to sell, well get one.

Pat: Get one.



Ray: Do you have experience, do you have any knowledge, any expertise any--

Pat: Do you have the ability to improve or help someone's life, do you have skills, do you have knowledge, do you have wisdom?

Ray: Even if it's like-- It doesn't have to be like do you invented the electric car?

Pat: No.

Ray: Do you know how to organize people's house, do you know how to organize my office?

Pat: Do you know do you know how to keep financial books, do you know-- I mean the possibilities are endless. If you're an adult, you have a skill of some sort that people will be willing to pay you for.

Ray: Okay, Marie Kondo, the author of *The Art of Tidying Up* or whatever that book is called, has made herself multi-millionaire out of telling people how to fold their clothes.

Pat: There you go.

Ray: Get over it, not having a product to sell excuse. Myth number three I don't have any experience in anything.

Pat: That's not true.

Ray: I've heard people say these exact words more than once.

Pat: I guess what they're thinking is like I don't have experience as a content marketing strategist. Well okay maybe you don't, but you have experience somewhere in something.

Ray: Here's a clue, nobody wakes up in the morning and says to themselves, "You know what I need? I need to go find me a content marketing strategist."

Pat: Yes, it's true. [laughs]

Ray: They wake up thinking other things like, "I need somebody to help me with my money."

Pat: Or I need someone, my laundry's out of control, I don't know how to fold it.

Ray: I need somebody to cook my meals for me because I'm--

Pat: That is a huge booming business and five, 10 years ago people who would have thrown up, "I can't start a business in this economy." never would have believed that you could make money on a meal delivery service, but you can.



Ray: Many people do. Myth number four. Another breed of people are the only ones who can do big things.

Pat: Oh my gosh. This is racist.

Ray: It is.

Pat: I mean it is literally racist.

Ray: We're not talking about black, or white, or Asian or--

Pat: We're talking about the real meaning of the word, which is that you believe that some human beings are intrinsically more gifted or capable like they're more human.

Ray: The politically correct way to say it now is that they're genetically gifted in this area.

Pat: Right, and so what you're saying is that there are two classes of people. Two classes of humans, one who can generate wealth and one that cannot. That's what you're saying when you said only a certain kind of people can start a business. Are you really saying that there is a superior race?

Ray: I don't think you want to be saying that.

Pat: Then you're not it.

Ray: They've tried that before.

Pat: It did not work well.

Ray: It did not go well.

Pat: It was bad, it was evil.

Ray: It was evil. This is an evil belief.

Pat: Right. If humans now and undamaged person, and what I mean by that is someone who actually has a genetic anomaly, like an actual defect that doctors would go, "Yes, see his chromosomes or her chromosomes aren't right." Or something like that. If you are a normal healthy human then if one human can generate wealth, all humans can generate wealth.

Ray: Yes, what one man can do.

Pat: All men can do. It now may be to varying degrees.

Ray: If you say, "Well I do have a disability or I have something that holds me back." I can give you an example whatever your disability is I'll give you an example of somebody who has overcome it and become wealthy.

File name: REP300.mp3



Pat: What was the guy who was paralyzed that was making how much on dog leashes? Remember the guy. He was paralyzed from birth or something like that and he discovered that Amazon business and he found dog leash. He's making \$50,000 a month.

Ray: I can't remember that guy's name but what about Joni Eareckson Tada who was paralyzed in a diving accident when she was a teenager and she's making a huge fortune and an impact. She would say that her impact is the most important thing because she's a Christian and she's making impact on the world through her paintings, through her writing. There's just one example after another. What about Stephen Hawking who is the arguably the greatest mind in physics since Einstein. Maybe even greater than Einstein.

Pat: We don't know.

Ray: The guy can only communicate by twitching a muscle in his cheek now. It's an excuse.

Pat: It's an excuse, and an excuse that opens you up to believing some implicitly dark things.

Ray: I have Parkinson's disease. I've had it for six years now and I've I functioned pretty well. Thanks to Big Pharma.

Pat: I loved your post today.

Ray: I just happened to run across somebody making some comment about Big Pharma is out to kill you. That makes me so angry because thanks to those guys I can function almost completely normally. I prayed a blessing for GlaxoSmithKline, for Merck, and for Teva, who make the three medications that I take for Parkinson's. I was told you're not gonna be able to type or write and earlier on, I don't know if you know, this this is why I took up photography as a hobby.

Pat: I know I remember you telling me.

Ray: I read somebody said I used to be a photographer but I got Parkinson's so I couldn't do that anymore and I was like to hell with that. Excuse me. To heck.

Pat: To A-T double hockey sticks.

Ray: A-T double hockey sticks. I'm from the Midwest don't you know? How do you do neighbor?

Pat: We love you Midwesterners.

Ray: I don't give a didly darn.

Pat: We love you.

File name: REP300.mp3



Ray: It just made me angry and I said well I'm going to take up photography just to prove that guy wrong because they make a thing called a tripod.

Pat: What? Now they make these stabilizers.

Ray: I know. I can shoot buttery smooth video, but I promise you my hand motions are not buttery smooth so it's an excuse. Okay, myth number five.

Pat: Yes, we got to move.

Ray: I must be shown how to do things by experts from institutions.

Pat: That's just bullcrap. How many examples do we have of super successful people who never went to college?

Ray: Well, stand by.

Pat: You know what, you should read *Millionaire Mind*.

Ray: Yes, T. Harv Eker. What a great what a great book.

Pat: A junkyard guy, a teenager working at a junkyard. Just working at a junkyard, figured out how to become a millionaire by the time he was like 30.

Ray: Winston Churchill failed one year of high school. Thomas Edison was considered inept at math and a poor reader. Colonel Harland Sanders of Kentucky Fried Chicken dropped out of school at age 14 and didn't start his business until after he was 65. Dave Thomas, founder of Wendy's, did not complete high school. Albert Schweitzer had a very difficult time in elementary school. Richard Branson, billionaire entrepreneur and owner of everything, dropped out of school at age 16. Alexander the Great was dyslexic. Steve Wozniak-

Pat: Who helped found Apple.

Ray: -flunked out of college. Now, this is not an indictment of education.

Pat: No, absolutely not.

Ray: Go get your education if you're in that season of life but if that's past for you, you don't feel like it's realistic and you don't to take the time to go back at age 45 or 50 or whatever 30. It doesn't matter, but you've got something to offer then get out there and do it.

Pat: Yes, it's not an indictment on education. It's an indictment on thinking you need an education to make a difference or to make money.

Ray: Thinking you need the endorsement of some authority figure or institution to make you valid. Thinking you need validation from other people. Myth number six, money isn't important.

File name: REP300.mp3



Pat: That's dumb [laughs].

Ray: Just try living without it for a month.

Pat: Well, even the people would respond to that well that just kind of makes it up a necessary thing that I kind of need.

Ray: A necessary evil?

Pat: Yes.

Ray: A necessary evil.

Pat: A necessary evil.

Ray: What's the worst reason you could have for wanting to have money?

Pat: Yes, what is the worst creation? Man, people who don't watch Game of Thrones are going to be so confused.

Ray: Why are they talking like that? I don't remember any Lord Baelish from my British history.

Pat: [laughs] Money is an advanced barter system. Money is what we trade our individual labor for so that we can trade with other people. Like let's just presume that I owned a coffee shop and that we didn't have money. The only way people could buy coffee from me is if I personally needed whatever they did or made.

Ray: Let's say you needed a goat.

Pat: Right, because I do need those fairly often.

Ray: You'd have to well for the sacrifices. You'd have to figure out how many cups of coffee does it take [crosstalk] is it worth for me to give them for a goat.

Pat: Right and then they would have to determine. Can you imagine how complex that would have been and how dirty?

Ray: If I could come up with a system where we could reduce down the right value of bartered items to a currency.

Pat: Right, or to one commodity that everyone values.

Ray: We value it pretty much equally.

Pat: Right, and then we trade our goods and services into that one commodity. Then we can all trade with everyone else.

Ray: That's called money.

File name: REP300.mp3



Pat: That's called money and ironically what is funny is that the ancient cultures used weird things like salt and butter and things like that as--

Ray: They used our Pug?

Pat: Yes, yes, yes as money, but all that stays when you say money isn't important, what it does is you're revealing you don't know what money is. Because money is your labor and service on the marketplace. It is you trading your time and labor in for a dollar amount. To say money isn't important, you're saying your life and your productive ability is not important. Stop saying that.

Ray: See how deep these beliefs about money go? Myth number seven, you can sell anything online. This is one that is promulgated mostly by internet marketers who want to sell you stuff about internet marketing so you can sell stuff to internet marketers about internet marketing.

Pat: Yes, they're really only one step removed from Amway.

Ray: I don't even know if you're a step but they're closely related.

Pat: Sorry Emily, but not sorry.

Speaker 1: Kind of like--

Pat: [laughs] Kind of like Aegon Targaryen?

Ray: Yes, you can't sell anything online. There are things that you cannot sell online but there's almost nothing, think about it's hard for me to actually come up with something that you cannot in some way some removed way--

Pat: Well, there are some things you legally can't sell online.

Ray: Well, that's true, but there are some things that are best served in--

Pat: Well, you can't like a coffee shop can't sell cups of coffee online. You have to come into the store for that.

Ray: Right, but you can order them.

Pat: Well, you can order bags of coffee.

Ray: That's true, but a hot steaming cappuccino--

Pat: Like a nice artisan cappuccino?

Ray: Like the one I had this morning at Revel 77 in Spokane, Washington. You can certainly use the power of digital marketing to promote and build and grow an offline business. You should.



Pat: I mean especially with the tools available now.

Ray: If you're not doing that here's what you're doing, as a local business owner, you are actually letting your marketing be run by a bunch of salespeople, the Yellow Pages salespeople, the radio station sales people, the TV station sales people. You're letting them determine your marketing program.

Pat: They're not doing a great campaign.

Ray: Because they don't know what they're doing.

Pat: They don't have a vested interest in you personally.

Ray: What they have a vested interest in is selling you a quote package. Any time some advertising person says I got a package to sell you. Tell them I'm not interested in your package.

Pat: Oh, God. [laughs]

Ray: Take your package out of here.

Pat: Okay myth eight we got to get moving.

Ray: A businessman is in the low order of talent and importance in society.

Pat: It was so serious I think we just got to start knocking these out.

Ray: This goes far back.

Pat: This is dumb.

Ray: This goes way back to Plato.

Pat: Yes.

Ray: There were three classes of people. There were the gold people, the silver people, and the bronze people. The lowest valued person on the totem pole so to speak, which is a weird thing we say I'll explain that in a minute, was the business person. They were the lowest level of society.

Pat: Because the people with gold in their hearts were the Philosophers.

Ray: Philosophers the people who made up the system.

Pat: Right and the people who didn't live according to reality but spent their time pondering the forms.

Ray: How many angels can dance on the head of a pin.



Pat: Yes. Why did Plato win that fight?

Ray: I don't know because people felt like wishing could make it so.

Pat: People like to believe that the world will do it what they want it to.

Ray: They get really mad when it doesn't.

Pat: They get really mad when Aristotle says, "No, the world to get it behave like it's got to behave you need to modify yourself accordingly."

Ray: Because that's how it behaves. It's self-evident. When we say low man on the totem pole that's a totally weird thing to say because on the totem pole the most important elements of the totem pole were put on the lower part.

Pat: That is weird. That is a white man misunderstanding of an Indian practice.

Ray: There were many of those. Okay moving on.

Pat: Real quick though also to say--

Ray: First people by the way.

Pat: First right. A business man a low-order talent importance to society I'm sorry business is what drives society. If you like having things like nice coffee, computers, cell phones, cars, TV but you think businessmen and business women are the low-order of talent go away, you don't deserve any of that.

Ray: Well here's something to think about.

Pat: Seriously you don't deserve any of it.

Ray: Yes let's try an experiment. Let's try taking different industries and shut them down for a month. Let's shut down business for a month and see how long we last.

Pat: What if all the low-order business people just stopped doing what they were doing and let's see how you enjoy your life then.

Ray: We can shut down the government we often do about once or twice a year.

Pat: You know what? Nothing really happens.

Ray: No, I heard somebody say this is hilarious. I heard somebody say that during snow days in DC I know this is true, I've seen it happen I've been there. What happens you get snow days and all the media outlets are saying only essential government personnel should report today. Well. here's a thought--

Pat: [laughs] How about that just be normal.



Ray: Let's just wait for the next snow day and the people who show up keep their jobs. The people who don't, don't have jobs anymore.

Pat: We just eliminate those.

Ray: Budget fixed.

Pat: Okay, nine.

Ray: Selling is easy and not that important.

Pat: Well, if that were-- Okay.

Ray: Again let's put the sales people on vacation for a month and see how long you last. There's a problem people have this self-image problem about sales people. They think sales people are bad or they're easy.

Pat: Because they're car salesmen.

Ray: You should watch there's a video online we'll put a link to this in the show notes by Zig Ziglar. It's old so it looks like it's from the '70s because I think it is. If you get over the glasses and the suits and all that stuff. You have to learn to the role with Zig's presentation because he sounds like a Southern Baptist minister but he's not preaching about churchy stuff. He's preaching about selling the noble profession.

If you have any screwed-up thinking about selling if you feel any guilt or any bad feelings about being a salesperson or about salespeople, you really should watch this video. I'll just leave it at that. By the way that video I just discovered this week is where I actually got the phrase selling is not something you do to people something you do for people.

Pat: Really?

Ray: I did not realize that until I watched the video and I realized oh that's where I got this.

Pat: You got it from Ziglar.

Ray: Yes which is where most stuff comes from.

Pat: Okay. All right, number 10. People who just put up the money for an enterprise don't deserve much of a cut of a profit.

Ray: Just because the corollary or the other way of phrasing this is just because you put up the money just because you're the CEO or the founder of the businesses doesn't mean you get all the more.

Pat: Or the investor.



Ray: It's not fair.

Pat: I'm doing all the work.

Ray: You're getting 100 times what I'm getting.

Pat: I'm doing all the work.

Ray: Well, I took all the risk and in my mind put it together, not yours and my will keeps it in motion, not yours.

Pat: Now if you have the desire to do something similar then go start your own enterprise. [laughs]

Ray: You can run it fairly, you can pay yourself the same wage you pay the janitor, see how that works out?

Pat: Yes and go ahead, I see.

Ray: Myth number 11, artistic or technical talent is rare and super expensive, you can't hire good technical people or artistic creative people because they're so expensive.

Pat: People believe that?

Ray: Yes. It's an excuse they used not to build their business.

Pat: Well, that's just sad because really the truth is most of those people undervalue themselves.

Ray: Way undervalue.

Pat: Way and we have, I won't name this person, but we have someone who regularly does work for us that we routinely have to tell them to charge us more money.

Ray: He won't, so we just pay him more.

Pat: We just pay him more [laughs].

Ray: Myth number eight, a businessman is in the lower--

Pat: No, no, no, no.

Ray: I'm sorry.

Pat: 12.

Ray: 12, I haven't as much coffee as you.

File name: REP300.mp3



Pat: No, you haven't.

Ray: Money must be made slowly, what this is really saying is you can't get rich quick.

Pat: Well and you do need to be wary of get-rich-quick schemes.

Ray: That does not mean you cannot make a lot of money fast.

Pat: No, if you can find a high leverage tactic and you employ your mind and your will at it 100%, you can make, there are ways to make money quickly.

Ray: By the way you should be self-scoring, you should be going through this list as you hear say these myths you should ask yourself-

Pat: Do I believe this?

Ray: -do I believe this even a little bit, because if you do you need to clear this out of your system in order to set yourself free from these myths. Myth number 13, if you're not born rich you'll never be rich.

Pat: Oh my God I hate this one, it gets so close to the for one to be rich another has to be poor. Going back to that book, *The Millionaire Mind* he interviewed or like did a survey of like almost 1,000 or like 700, 800 millionaires at the time that he was writing this book because he's got a PhD and I can--

Ray: We're talking about two different books, there's *The Secrets of The Millionaire mind* by T. Harv Eker then there's the book by Dr. Stanley which is the *Millionaire Next Door*.

Pat: No, because he did two books, one was called *The Millionaire Mind*.

Ray: Really?

Pat: Yes, I'm pretty sure.

[crosstalk]

Ray: Mark, you'll find the links. Put them in the show notes.

Pat: Put them in the show notes.

Ray: They're both two books.

Pat: Yes. He did a survey and he found that over 90% of the millionaires and decamillionaires in the United States, at the time of the writing, were first generation self-made and they started with less than \$10,000.



Ray: There are more self-made millionaires today than there ever have been, you might say less because the population is bigger. No, per capita.

Pat Per capita, the ratio.

Ray: The most prolific periods where millionaires were made, the two most prolific periods in the US history are the Great Depression of the 1930's and the most recent market crash.

Pat: In 2008?

Ray: Yes.

Pat: Wow. It's just crazy that people think that and then on this note there was another chart, a graph that put out because so many people are talking about, "Hey, look any quality rise this year." The 1% gained more of the total wealth in the world than the 99. Well, depending on where you get those statistics that number may or may not be true but the other number that is equally true that combats how people usually interpret that to say, "See about, see why of capitalism the rich are evil is that the number of poor people in the world decreased." Now the only way that the poverty rate decreases in the quote-unquote inequality rate increases--

Ray: Kill all the poor people?

Pat: Yes. No, is that the total amount of wealth in the world must have increased, there's no other way to explain it. If the poorest of the poor became wealthier but the wealthier became wealthy faster than the poor, what does that mean? There's only one way to interpret that.

Ray: Yes and just for the record because I have been accused of this recently, I love poor people and I do not feel that they're inferior human beings, I want to help them and the best way to help them is to help them to create jobs stop for them.

Pat: What do you say, is it--

Ray: The first step in helping the poor is to not be one of them.

Pat: No people, which a lot of people are running nonprofits should really take a point from that lesson.

Ray: Nonprofits.

Pat: You skipped 14, so there might only be 20 myths.

Ray: That's possible.

Pat: I'm sure we can think of one.



Ray: Well, 14 is an unlucky number I just skipped it. [laughs] I guess that should have been 13, but then I hear to stop the list at 12 instead of just keeping over because there's still a 13th.

Pat: Yes. Because that's attempting to change reality with your mind.

Ray: Yes. Myth number 14 is, I will be successful because I'm going to school, getting a degree, working for the biggest established organization, having a talent, working hard.

Pat: I think we can. I don't think people need a lot of time on this one. Most people know this ain't true anymore.

Ray: Now, I know plenty of people who, especially-- I love you if you're into knowledge, learning and helping expand our understanding of the world, so don't misunderstand me, but in the academic world, there are people who believe-

Pat: That's it's own world.

Ray: -that the next level of success for them is that next degree, that next certificate on the wall.

Pat: They're wrong.

Ray: If I can just get another PhD then I'll finally be able to be successful.

Pat: They're wrong.

Ray: The world is treating me unfairly because I have three PhDs and two masters degrees and a definitive degree and I get poverty wages.

Pat: You know what the world wants from you? Value. Not an education.

Ray: Boom. That's the Twittable for this episode.

Pat: Dude it is, isn't it?

Ray: Yes it is. That was brilliant.

Pat: That was good.

Ray: You should have more coffee more often.

Pat: [laughs]

Ray: From rebel 77, coffee shop Spokane, Washington.

Pat: 57th Avenue, 99223.



Ray: Number 15. Myth number 15. People are basically bad or people are basically good.

Pat: Wow, yes. Wow. Wow. I used to believe this.

Ray: I did too.

Pat: That's an evil person, but now it's such an appalling basic idea to me.

Ray: People are neither.

Pat: They're neither.

Ray: You start with a blank slate. A tabula rasa. What you write on that slate is up to you and how you interpret the world.

Pat: How you integrate reality into your consciousness.

Ray: What you believe.

Pat: What you allow yourself to believe.

Ray: If you think that you're basically bad or basically good, that's going to affect everything else in your life.

Pat: Right and what it also says is that he believes that there was a predetermined-- That you have a personality coming out of the womb.

Ray: You have no choice.

Pat: You're determined who you are. I'm sorry, I just don't believe that.

Ray: We believe in what Dan Kennedy calls it open architecture. I would call it just freedom to choose.

Pat: Obviously your environment and your upbringing is going to affect you.

Ray: It does affect you, but again, excuses. I was raised in one of the poorest parts of the United States in Coal Mining, Kentucky. Honestly the breath of thought and the cultural awareness level there was not in just where I was-

Pat: What?

Ray: -and where they're in was not the greatest.

Pat: What? That's shocking.

Ray: There was a pretty limited worldview that was in play there, but I've discovered this thing called television-



Pat: Books.

Ray: -and books. I realized there's a whole world out there, I need to go discover it. I see that there's a possibility of a different life. I made a choice to make that different life for myself and I took the actions required to make it happen.

Pat: If you let your family, you're environment and your upbringing define you and you rest on that as like the reason you behave or the life you live, that's why, that's an excuse. "Papa you were drunk in all my weddings." That's an excuse. [laughs] I'm kind of being harsh, but sometimes people who are stuck in this mindset that you need a little bit of a kick in the butt in order to get you to think differently about it. The human mind is so amazingly powerful, yes. As you're growing up and as you're developing your rational abilities, you will be influenced, but once you become 20, 22, 23 your mind, you can go back and you can undo all of that.

Ray: Yes. Tony Robinson is a great singer that I like.

Pat: So it's an excuse.

Ray: He says, "It's never too late to give yourself a great childhood."

Pat: Yes. If you believe that you're either good or bad, or you're the way that you are because that's an intrinsically part of your personality, then you'll feel like you actually can never get out of that, but there's no proof for that. That's just an accepted idea that we all implicitly accept. There's no rational believe for that.

Ray: It comes in really handy if you're lazy.

Pat: Yes.

Ray: Okay. Myth number 16. Making a profit is sinful.

Pat: What does profit mean? If money is a trade medium, and you're trading with people value for value because they have a surplus of something that you want and you have a surplus of something that they want. What does that profit mean? That means that you've helped each other.

Ray: Yes. It's the proof of a service well performed.

Pat: Yes. It's proof that people really value what you have to offer. If you got your profit maliciously, like by stealing or lying.

Ray: Before capitalism-

Pat: Yes. Exactly.

Ray: -the only way to make a profit-

Pat: You're modifying, I like it.

File name: REP300.mp3



Ray: -the only way to make a profit was by stealing, plundering-

Pat: Or enslaving.

Ray: -killing, or enslaving your fellow men. After capitalism the way you made a profit was by serving your fellow man.

Pat: You call profit evil? You seriously need to reassess your worldview because you're calling your productive capability and your ability to bring value to other people's lives evil. That's what you're doing when you say profit is evil.

Ray: Myth number 17, entrepreneurs are bad.

Pat: Who believes that?

Ray: A lot of people because it goes back to when we talk about the robber barons. Which by the way, here's an interesting exercise, go try to find some historical evidence that that's true.

Pat: Right.

Ray: Just do your research. I'm not saying there weren't isolated abuses as there still are today. That's not something that makes a statement about the nature of entrepreneurs, it's something that says some people will break the law right and infringe on the rights of others.

Pat: Which-- I mean, come on. We all know that's-- [laughs]

Ray: I mean, even priests are capable of that. [laughs] Just saying.

Pat: All right, 18.

Ray: That's enough. 18, I'm not smart enough to do anything big because I didn't get good grades in school.

Pat: Okay, well, I feel we've--

Ray: Yes, we have. Tony Robbins never went to college.

Pat: No. I mean, this is just another manifestation of the, "I'm not the kind of person that can make a lot of money or that I need to go to school to be endorsed to make a lot of money." Stop relying on someone else's approval to be successful.

Ray: Well, this is like we have people who take our copywriting course and they want a certification from me.

Pat: Right. Certify yourself by doing good work.

Ray: Yes. They want to be anointed by the higher authority and I say anoint yourself.

File name: REP300.mp3



Pat: What I love, I know that this didn't play out well for Mr. Roarke in the book, but in his first lawsuit, have you read that?

Ray: Yes.

Pat: You got that. Well, you've already read the book anyway. In his first lawsuit, he chooses to defend himself to be his own lawyer, his own defense and the only thing he puts up in his fences across examine anyone, I just like this, is that because he's being sued for like a breach of contract for a building he designed because he's an architect and the only defense is that he lays down the drawings and the images of the building he designed. His only defense was-

Ray: His work.

Pat: -my work. Stop needing other people's approval.

Ray: Yes, we have a two-minute therapy session for you. We'll put a link to it in the show notes. It's a video. Just watch it, it's a couple minutes long and it'll take care of this problem you have of self-defeating behavior.

Pat: Certify yourself with good work.

Ray: All right and number 19. Myth number 19, watch the pennies and the dollars to take care of themselves.

Pat: What does that even mean? Watch the small expenses?

Ray: Yes. It's focused on the pennies. Let me tell you if you focus, you put all your focus on the pennies-

Pat: Really feel like that's a misplaced focus.

Ray: -you'll become really good at managing pennies.

Pat: Right. Then, you'll become really good at shaving \$0.50 off this purchase and \$0.10 off that purchase while ignoring the \$5,000 purchase that could bring in \$50,000 worth of revenue.

Ray: Now, this does not mean you can be careless with your spending and do stupid things with your money. That's not what this means. If you're focused on the pennies, if you focus on the tiny, tiny details, like you're trying to figure out if I can just cut this magazine subscription it'll make the company more profitable.

Pat: Right.

Ray: Wrong focus. All right, myth number 20 which apparently is the last one.

Pat: No, I got one more.



Ray: Okay, good. Myth number 20 is I must be certified by some recognized authority before I can do big things. I think we've already covered hit this.

Pat: We've really hit this thing but what's-- it's the same thing. It goes back to this need, this validation, "I need someone else to say--

Ray: Now, if you're an airline pilot or a brain surgeon.

Pat: You do need technical education.

Ray: Because I want to know that the person that I'm putting my life in the hands of-

Pat: They're qualified.

Ray: -are qualified too for that trust, but that's not most professions.

Pat: No, that's not most professions.

Ray: It's not most businesses.

Pat: It just comes down to this, "I need other people to say that what I do is good." The way that you're going to be successful is by kicking that stinking thinking out of your brain and just going, "No, I am good and even if I make some mistakes and don't do great work initially, I'll figure it out because my ability to learn and to produce good work is unlimited."

Ray: Because I'm not going to quit.

Pat: Right. Okay, myth number 21. I've already said it a bunch of times, for some to be rich or for one to be rich, another must be poor.

Ray: What you're saying is there's a finite amount of wealth in the world.

Pat: Right. We hear this, you hear the joke. It's like there are 10 cookies and there's a CEO, a union worker and the government at the table. The CEO takes seven of the cookies, the government takes two of the cookies and then, the CEO says to the union worker, "You better take that cookie before the government takes the rest." You know one of those kinds of jokes? [laughs] You see them and it's this idea that, "Oh look, we only have a limited number of money, so the pie is only so big." I had struggled with this because it was-- you can say, well, there are only so many dollar bills in circulation.

Ray: [laughs]

Pat: It's easy to think that, well no there is only a finite amount of money in the world, but what we fail to realize is that the value we attribute to those dollar bills is entirely subjective. Entirely subjective and the proof of that is when you go to a rock concert or like somewhere that's really hot and the water is \$10 a bottle and you're willing to pay it.

File name: REP300.mp3



Ray: Gladly.

Pat: Gladly.

Ray: Or you might complain about.

Pat: Right.

Ray: But you'll still buy it.

Pat: It is at that moment \$10 is worth a bottle of water because you're really thirsty. Now, that just goes to prove the subjectivity of the value of a dollar bill because in another context, you would never pay \$10 for a bottle of water. That would be absolutely ridiculous because it's not worth it for you in that context so even though there's only so many dollars, the value when we're trading with each other is subjective. Wealth is not limited, it can't be limited, it's created by people.

Ray: Wealth is infinite.

Pat: If we go back to believing that money is just the trade medium for our labor and services, then money just represents our labor and products and services. Which means wealth is just stuff that we create. Which means wealth is potentially unlimited.

[music]

Ray: Take these 21 myths, we'll have them listed for you in the show notes and evaluate your own thinking and see if there's some things you need to reevaluate about what you think, what you believe and how you behave.

Pat: What was the Tweet about? That I said?

Ray: We're going to use that as our quotable quote. We're just going to have--

Pat: Okay, but you captured it? Because I can't remember it.

Ray: Yes, I captured it on the recording. We're just going to have Chris pull it out.

Pat: Oh good, because I can't remember it.

Ray: I wasn't going to tell anybody that, I was just going to perform magic.

Pat: Well, now they know.

Ray: Okay, now you've seen behind the scenes.

Pat: Well if you've found this show helpful, please subscribe to the show in the Apple podcast directory and give us a rating and a review, and make sure to put your real name and website into the text of the review itself.

File name: REP300.mp3



Ray: What's the worst reason they could put their real name and website in the website?

Pat: Because we want just to promote them on.

Ray: That's not such a bad reason.

Pat: No, it's not so they must be good people. Winter is coming. [laughs] If you like the notes of the transcript, which I'm guessing the transcript for this episode is going to be long, please go to rayedwards.com/300.

Ray: All right, here's our quotable quote.

Pat: You know what the world wants from you? The value, not an education. Wow.

Ray: That was a heavy revvy.

Pat: Yes, towts.

Ray: [laughs] Until next time, I pray that you are in good health and that you prosper in all things.

[music]

Female Speaker: Thank you for listening to *The Ray Edwards Show*.

Male Speaker: Find the complete archives of all episodes at rayedwardspodcast.com or subscribe for free through Apple podcast and never miss an episode.

Female Speaker: This program copyright Ray Edwards International Incorporated all rights reserved.

Male Speaker: Each week we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.

[00:58:34] [END OF AUDIO]