



Ray Edwards Show, Episode 305

How to Live Long and Prosper

Ray Edwards: *Ray Edwards Show* episode 305. How to live long and prosper.

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

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Ray: Hi, welcome back. It's Ray Edwards and I'm here without Sean this week. I'm on one side of the US. He's on the other side. I'm in Connecticut at Brian Kurtz's Titans Master Class teaching and Sean is back in Spokane at Revel 77 Coffee on 57th Avenue, pulling shots. That reminds me. This will publish on Monday, the ninth of October, and this coming weekend from Monday's perspective. On the 14th, Saturday, we have an open house. We'll be in the store all day long. When I say "we," I mean me and Sean. I'll be there all day hanging out, meeting people.

So if you are a podcast listener or if you are on our email list or you read the blog or whatever, your friends will be on social media, come to the coffee shop. We will put a link to the directions in the show notes and we'll be there hanging out and we'll also have something special for our internet friends. In fact, here's the password we're going to give you. It's REI. What that password gets you is when we close the shop at 4:00 PM, we're going to have a private hour with just our internet friends from 4:00 to 5:00 PM behind closed doors. It's going to be a lot of fun. I look forward to meeting you and hanging out with you.

On with the topic of today's program. This episode is all about how to live long and prosper. Now, you may or may not be aware. I have a book that will be published hopefully soon. We're still working with a publishing company on settling the details, but the book is called *Permission to Prosper*, how to serve God, love people, and steward wealth. It is about giving ourselves permission to be prosperous. Not in a prosperity gospel way, like send your money into a televangelist and you'll magically receive a Rolex or something like that. That's not what it's about. What it's about is being productive.

God commanded us to be fruitful and multiply. That's prosperity. Today's show, we'll have a bit of a spiritual tent. I will tell you this. If you're not spiritually inclined, just hang with me through the spiritual foundations part of the show, the first few minutes, and we'll get into some more pragmatic stuff. That'll make you a lot more comfortable if you're not a believer or you don't even go for that spiritual kind of stuff. It's okay. This works for everybody.

We will be examining in this podcast three premises. Those are, number one, we have the privilege and the permission to be prosperous. Number two, we have a lofty purpose behind prosperity. Number three, the practice of prosperity is primarily



a spiritual activity. Even if you're an atheist or agnostic -- Maybe you wouldn't call it a spiritual activity, but maybe you'd call it a high moral activity. I believe that is the case. I think this works for everybody. I would love your feedback on that, but let's move on. We'll get to the spiritual foundations and we'll get right into the mid of the podcast this week.

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

Ray: All right. Let's talk about the four principles for living a prosperous life and this is from a spiritual viewpoint. As with anything worthwhile or valuable in life, prosperity typically doesn't just happen accidentally. It does sometimes. Maybe you win the lottery or something of that nature, but it's interesting to know that people who win the lottery usually end up losing all the money and being right back where they started and even more miserable than they were before winning all that money.

That's because each of us has a set point internally, a thermostat about what level of prosperity we're comfortable with. That has less to do with money than it does with our internal health, spiritually and emotionally. In fact, it has almost nothing to do with the money and everything to do with our emotional health. That's something to work on if you believe you have a problem there. I believe we all have a bit of a challenge in this area. I've personally experienced the power of these four principles I'm going to share with you, so let's dig into them and see if they work for you as well as they work for me.

Principle number one, find your ultimate joy and satisfaction in God. Whether you are a Christian or not, it's well known that merely pursuing money in and of itself is a lonely and futile pursuit. Recognizing and pursuing God as our chief joy and satisfaction is the best and highest use of our time here on Earth. We can't possibly experience true prosperity apart from relationship with him. That's what I believe. Don't look for wealth so much as seek the wealth a giver and wealth will be added to you.

Principle number two, view your business and your wealth as a means of glorifying Christ. Now, let me be clear from the beginning what I don't mean. I don't mean that you glorify Christ by finding ways to put Christian ornaments on our business or Jesus slogans on our windows or having religious baubles all around our shop. What I'm talking about is actually seeing your business as a vehicle for service and the worship of God through bringing the character of Christ to other people. That's what I've done with my business. It's not for everybody to do it the way I've done it. I understand that, but that's what I felt called to do and that has never been something that I've regretted. I've always been glad I follow God's direction on that and He's blessed me as a result.

Now, principle number three, serve people as a means for loving them. Another way to put this is don't love money and use people, but use money to love people. In business, if all we pursue is the dollar at the expense of character and care, it's easy



to turn people into instruments of just obtaining money. When we do that, we don't make a very good representation of Christ. Whether we have Bible verses on our window or not, whether we have a fish sticker on our bumper of our car or not, that's not what speaks to people. It's not what we say that matters. It's what we do. It's how we live our lives.

Jesus said that the greatest commandment is love God and love others. He had not one commandment for us but two, love God and love others. He saw those two commandments as inseparable, so we can't love God without loving other people. We can never say, "Look, I'm okay with God, but I can't get along with this one individual or that kind of person or this group of people." We can't do it. It's just not possible.

Principle number four, continually ask God for His blessing. You might think this is weird to ask God to bless you and make you prosper, but there's precedent for it all throughout the Bible. You and I have access to God, the creator of the universe. He created everything. He owns everything. Jesus said, "Ask and it will be given to you. Seek and you will find. Knock and it will be open to you." Yet being strange creatures that we are, many of us go through life living like paupers. James hit the nail on the head when he wrote, "You do not have because you do not ask. You ask and do not receive because you ask with wrong motives so that you may spend it on your own pleasures."

Now, I don't believe that the full context of this verse means that we should never spend our money for things that make us happy. I don't think the Scripture teaches that. But I do think that if we don't ask for the correct motives, if we ask for self-destructive reasons, God's not going to grant us something that will destroy us. We want to pray instead like Jabez. He prayed in the passage from 1 Chronicles 4. It says now Jabez was a more honorable man than his brothers and his mother called his name Jabez. Jabez called the God of Israel saying, quote, "Oh, that you would bless me indeed and enlarge my territory that you would let your hand to be with me and that you would keep me from evil that I may not cause pain."

God granted him what he requested. There was a whole book written about this. There's a lot of controversy around that book. If you read it with an open mind, I think you'll find that it's not about a get-rich-quick talisman or charm for getting money from God. It's about adopting God's character and asking for His blessing and giving you more of His character. I would sum up the spiritual foundations this way. I would say find your ultimate joy and satisfaction in God, number one. Number two, view your business as a means for glorifying God. Number three, serve others as a demonstration of your love for them. Number four, continually ask God to bless you.

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

Ray: Tip of the week, we're putting on a free training later this week on how to power up your profits on how to get more clients for your business. Build up your platform.

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Maybe you've been building a platform and you haven't made any money and you're wondering, "When does the money part start?" Well, I'm going to help you understand that in the webinar entitled *Get Clients First*. That's coming up this week. You can find more about that at rayedwards.com/powerup and there's a link in the show notes that'll get you to the sign-up page for that webinar.

Male Announcer: And now, our feature presentation.

Ray: Okay. So let's talk about living the prosperous life. How do you do that? I believe you do it by focusing on a few things. On your vision, your mission, your plans, your strategies and goals that apply specifically to your business. That's what we're going to talk about today. You need to do this in all areas of your life, but I'm talking specifically about your business. What I like to think of this as is a prosperity pathway, prosperity plan. There's power in following a path, a path that you've predetermined helps you develop clarity about where to go next, to get focused on outcomes you can achieve, and to stay on course. I mean, as Zig Ziglar said, if you aim at nothing, you'll hit it every time. So start with your vision. A prosperity pathway starts with a vision.

A vision is the picture you have of what you want your business to look like or what you want to have accomplished at a future date. There's a clue in this. It's called visions. This is not a disembodied, ambiguous conceptual idea. This is a picture of what your business looks like. A visual picture of how big your story is, of how many customers you have, of what you yourself look like and act like in this future version that you're seeing in your, quote, vision. This is using your imagination creatively to determine the future you want to see come about. You're dreaming about your future and you're doing it intentionally.

I have a vision for my business that it will help to end poverty in the world by helping one million entrepreneurs become millionaires. That's a million millionaires. Now, that's not a job that I can do on my own. I don't even know how to do that. I know that with God's grace and with the help of other people, we can see that happen. If there are a million millionaires, that's a lot of money that can be used for great purposes including, by the way, buying a nice car for yourself or taking a nice vacation, which also blesses people because you're putting money into the economy. You're helping create jobs.

That's the vision that I have for my business. What's the vision you have for yours? When you sit down to create your vision, just know that it's going to change from time to time. You're not going to have the exact same vision forever. Most people won't. Some people will, but that's pretty rare, I think. Your vision changes with time just as your dreams and ambitions do, but start with where you are now and what vision you can see for yourself and your business now. You want to take a look at what you want your future of your business and your life to look like.

What legacy do you want to leave behind when you're gone? Do you want your business to continue on without you? In what ways do you want your business to



change the world? Maybe it's a small way. Maybe it's by making individual people happy by the way you design their clothes or the way you clean their house or the way you do their gardening or the way you design their house. You're an architect.

These are ways of serving God and serving people through the vehicle of your work. Go back to those four principles to help you figure out, what's the lofty purpose behind your business? It's got to be more than just making a lot of money. Nothing wrong with making a lot of money. I'm all in favor of it, but that can't be the only purpose of your business. The next step is your mission and your mission is different from your vision. Your mission is present. It's action-driven. It's what you're going to do to make your vision come about. It's what you do day in and day out.

My mission in service to my vision is to help people start run and grow their own businesses so they can change their life, and thereby change the world, but the first step is changing their own life. This is what I do every day. You notice that my mission serves and supports my vision. It's very important that those two are in alignment. If you have a vision statement on your wall that doesn't match what you do every day, you have a problem. You don't really have a vision and you don't really have a mission. That's what you have. Out of your mission, you start to formulate your strategic and tactical plans. That's next. Strategic plans.

Your strategic plans should encompass systems, tactics, and actions that put you in a place where you can fulfill your mission and bring your vision about. All the things that you're doing depend greatly on the kind of business that you're in. It's going to be different from business to business. If you have a teaching, online business or you're a consultant or a coach or thought leader, an author, it's going to be very different than if you run a dairy farm or an auto shop or a dry cleaning store. Let me give you an example from my business. Here's some of the tactics and strategies that we use to accomplish our mission, and thereby bring about the vision.

Podcasting is one of the ways we do that. You're listening to a podcast right now. Blog posts, a newsletter, our website, courses, both live and virtual, both recorded and online. Mastermind groups, networking with influential people who get things done, product launches, speaking engagements, joint venture launches with other business partners and affiliates. This is just a few of the things we do to support our mission. I plan out my calendar around these strategies and this is what you need to do as well.

Figure out what it is you're going to do to make your vision happen, your mission happen, and you accomplish your mission, and then put that on the calendar because as Michael Hyatt says, "That which gets scheduled gets done." Just as a for instance, I record a weekly podcast. I write a monthly newsletter. I determine how many product launches I want to do in a year, etc. I set all these dates on my calendar myself. Now, all these strategies and tactics require systems to make them happen. I cannot emphasize enough how important it is to set up systems that govern and see that each of these tactical maneuvers is accomplished.



You create systems by breaking down a particular strategy or tactic into its components because making a podcast is a strategic way of communicating. It's a tactical way of getting our message across to people on a weekly basis. Making a podcast is not a task. It is a whole series of tasks. There's the making the outline for the podcast. There is recording the audio portion of the podcast, which I'm doing right now. There's the audio production. Somebody else does that. They put the effects in, they put to music in, so forth. They do the editing.

There is creating the artwork for the podcast, writing up the shows for the podcast, posting all that to the website and then promoting it. Those are all different activities. These elements of creating a podcast become quite complex and you need to map out a system that gets all this stuff done. We have people in our company who are responsible for getting each of these tasks accomplished and when they're supposed to have them done and we track it all in a system called dapulse. If you're interested, D-A-P-U-L-S-E, which we like a lot. It's our project management system. I like it better than anything else we've tried so far. We've tried them all.

By the way, how do you recommend Michael Gerber's book? I'm sure you probably have read it already. If you haven't, then you should. If you have, maybe time to revisit it. It's called *The E Myth Revisited* to help you with designing your systems. You might also take a look at a book called *Work the System*, which is another great book on setting up procedures and task management in your business.

As your business grows, employees or virtual assistants may pick up certain parts of a strategy for you. I used to do all the podcast stuff myself. I created the idea, I recorded it, I edited it, I uploaded it, I did the artwork, I did all of it. I don't do that anymore. Now, I'm at a point in my business where I have people helping me do most of the things that I'm not good at. As a result, I don't have to personally execute all the elements of creating a podcast or a blog post or a product launch or a webinar. I still have to do some of them, but I currently engage somewhere around seven virtual assistants and a few employees to help me with various elements of creating a weekly podcast.

Each of these virtual assistants or employees works on the area of their unique ability and that's really important. If you want to know more about that, check in with Strategic Coach, which is where that concept comes from from the brilliant Dan Sullivan. This whole description I just gave you really emphasizes the importance of having systems because I have so many helpers in publishing a podcast. It would be mass chaos without specific systems in place, without a checklist, in other words, to go by and a sequence in which things get done. It'd just be chaos.

In fact, it was at first. It was total chaos until we figured out which parts had to come before the other parts and we put them in sequence, so we had a way of tracking them all. When you're just starting out, you personally may have to work all the elements of a given system. Because of that, there's a real temptation to just wing it because you figure, "Well, I know how to do this. I do it every week." I have to urge you to start creating processes and systems right now from the beginning.



That's something I wish I had done. That way, you won't have to rethink every step or element as you execute them. You'll get a more consistent product every time and you'll be ready when it's time to bring somebody on board. You have a system already written out so you can easily pass it on to them and teach them how to do it and help you in that way. This is how franchises work, right? It's one of the main reasons why they're so successful. I mean, how else could it be possible for teenagers to run a multimillion dollar restaurant like McDonald's?

Finally, by creating systems and putting them in place now, when you do grow and you begin to bring on employees and VAs, you'll be that much further ahead and things will go a lot more smoothly. Let's talk about goals. What about goals? We're coming up in that time of year when people begin setting goals. I'll be talking about my goal-setting process in the upcoming episodes of the show.

So with your vision, your mission, your strategy, your tactics and systems in place, you need to set goals to achieve new levels of productivity and prosperity. Because as I said earlier, Zig Ziglar was the one who said, "If you aim at nothing, you'll hit it every time." So having a goal, a target to aim at is really important if you want to make progress in your business and in your life.

Maybe you've heard the acronym SMART goals. This is a good model for how to set good goals. They should be smart. S-M-A-R-T, specific, measurable, achievable, and realistic. The T stands for time-based. SMART goals are a good place to start if you've never done this before. For instance, a SMART goal that I set for my business some time ago was to produce a high-quality, relevant, success building podcast every week. Notice that my goal meets the requirements of being smart. It's specific, it's measurable, it's achievable, it's realistic, and it's time-based. Happens every week.

Sometimes we set goals that are not so clear-cut. As a for instance, let's say that I want to set a goal to do \$1 million in revenue this year. The problem with that conventional way of thinking about goal setting is it's all or nothing. It's pie in the sky. It's demoralizing and it may be delusional. That just so happens that last year, we did a million dollars just over and we'll do that again this year. In fact, we're already over \$1 million for this year as I record this podcast.

Let's say that I set a goal of \$5 million. If by the end of the year I didn't hit my goal, I'm going to feel a sense of failure. Even if I did better than I've ever done before, I still didn't hit my goal. Also, where did I get that \$5 million number from? That's where the pie-in-the-sky thing comes from. Just pulling a number out of the air, pulling a goal out of the air without thinking through, "Why do you want to achieve that goal? Why that level? Why that specific number or accomplishment?"

Also, not hitting this kind of goal can be demoralizing and it could be that the goal itself is delusional. I mean, to think that you're going to go from \$1 million to \$5 million revenue without a very specific action plan from the beginning of the year is kind of delusional. Here's what I do. Here's how I set goals. I suggest you follow this



system as well because this guarantees that I will aim at something and hit it. It also guarantees that I will feel the feeling of success more often than not because I use a system of three-level goal setting. I call them BAM goals. B-A-M for baseline, amazing, and miraculous.

With BAM goals, we set one goal with three levels of attainment. A baseline level, the B, is realistic. It's reflective of what you've done in the past. You're pretty sure you can achieve it because that's what you've already done in the past. You know this is a level I can perform at. It shouldn't be so easy that it takes no effort, but it should be the goal that you feel like if I do a good job, I will hit this goal. That's your baseline goal.

The A stands for amazing. This is a goal that causes you to stretch. You have to work hard. You have to work your tail off, in fact, to hit the amazing goal and it would represent a real home run for you if you actually hit this goal. This is the target you're aiming for. This is the one you're working toward. The M goal is the miraculous. This is a goal that goes beyond your current reach. If you had no belief in serendipity or a higher power in the world or in the universe, if you had no faith in God, then it would be delusional to set this as a goal. If you do have faith in serendipity or synchronicity or God or however you think of it, the miraculous does happen.

It's interesting to me that somehow if we set an amazing goal level and we work toward it, we're stretching, we're doing all the right things, making all the right connections. Oftentimes, it seems as though things just line up and the miraculous outcomes happen on their own. Try it for yourself and see if I'm not right. I can't really explain it. Let me give you an example of how you might BAMify your monthly revenue goals. You might say, "My baseline is \$2,500 a month," because maybe that's what you've done in the past. You're pretty confident you get to that level.

Your amazing goal, maybe \$10,000 a month. You know you can do it. Maybe you've even done it once or twice in the past, but you know you're going to have to work your tail off. It's going to take a lot of time and effort, but you're willing to put that in and you're committed to it. The miraculous goal will be \$25,000 a month. You don't necessarily shoot for the miraculous goal. What I've discovered is that once you set these three goals, you can just focus on doing the best you can and aim at the amazing goal if you're going to aim at any goal at all.

Aim at the amazing one and targeted on that, things will line up, and you'll find that you often achieve the miraculous. You'll also begin to see that as more of the amazing and miraculous things come about in your life. You're going to open up your mind to what's possible and you start thinking grander and bigger and behaving in ways that will help you achieve a higher level than you ever thought possible, you ever thought available to you.

That's an overview of how to live a prosperous life around a prosperous business. I hope it's been helpful and useful. If you liked this content, then comment on it. Join the discussion. Put your thoughts in the comments below about, how do you



experience a prosperous life? What are the things you do to bring about more prosperity in your life and your business? Don't forget to join us for our webinar later this week. Our training on how to get more clients, how to get clients first, how to solve your cash flow problem right away and maybe forever. That's going to be this week. You can get that training by going to rayedwards.com/powerup or just click the link in the show notes and you'll find the show notes for this episode at rayedwards.com/305.

If you found this show helpful today, subscribe to the show through the Apple podcast directory and give us a rating and a review. Make sure you put your real name and website in the review so we can talk about you in nice terms the next time we do a review show. We'd love to do that for you. You can get the transcript at rayedwards.com/305 and we'll also have links to all the resources we mentioned like books and so forth.

Our quote worth note this week comes from Winston Churchill who said, "Success is not final. Failure is not fatal. It is the courage to continue that counts." Until next time, I pray that you are in good health and that you prosper in all things even as your soul prospers. Peace to your hearts.

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

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

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

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