



Ray Edwards Show, Episode 309

The Marketer's Manifesto

Ray Edwards show episode 309, The Marketer's Manifesto. It's the Ray Edwards show. This is the podcast for prosperity with purpose. Let's change your world and watch your business grow, welcome to the Ray Edwards show.

Ray Edwards: In today's episode, we will continue the series which we started a couple of months ago, I didn't call it a series then but I realize it is. We talked about core beliefs. Principles, values that we hold. The reason I want to talk about this is, I think it helps people get a context about why we hold certain attitudes, why we say certain things repeatedly, it helps to know the reasons behind those little quips we make, those little quotations, those phrases we keep repeating.

It helps you to know why we believe those things. We're going to talk some about that, and I'm actually going to share with you something that is part of our paid newsletter. You can even buy the newsletter by itself, as part of the Prosperity Academy which you're not here to talk about today but, if you want to join that, you should get on our e-mail list so you can find out how you can get the opportunity to join. Go to rayedwards.com, sign up for the e-mail list, and we'll email you about it eventually. E-mail marketing dude, listen to last week's episode.

Speaker 2: Right.

Ray: Nathan Berry got us fired up. More e-mail for everyone. I should have called it the entrepreneurial manifesto, because that is what it's called in the newsletter, but I think it still works because you can't be an entrepreneur without being a marketer.

Speaker 2: Well.

Ray: You won't be one for very long.

Speaker 2: Yes, a lot of people try.

Ray: They try, but it's like trying to be a doctor without medicine.

Speaker 2: Right.

Ray: Doesn't work very well.

Speaker 2: A lot of people try that too [laughs].

Ray: Okay. You got a point. I discovered the cure for cancer and for every other disease, dandelions.

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Does anyone need a life? It's long prosperous spiritual foundations.

Ray: Spiritual foundations today is just a question. If I took Jesus out of my business, would it make any difference?

Speaker 2: We've got to define some parameters here.

Ray: Question me.

Speaker 2: A: What do you mean by Jesus in your business?

Ray: Okay, what I [laughs]-- Jesus is all in my business. [laughs] He didn't like what I'm doing apparently. No, what I mean is, if you've followed this podcast or the blog at all, maybe you haven't, maybe you're new to this, and you're like what in the heck are these guys talking about? I do not separate my business life, from my spiritual life, or from my personal life, for I don't believe that there is such a separation. You only have one life. Dividing it up like that, it's arbitrary and it's false. To me, a core component of my life is the spiritual questions and spiritual answers that I've arrived at, and my beliefs and central to those beliefs, is the person of Jesus Christ. If you're a Christian, this is really meant for Christians. If you're not a Christian that's cool, you can still hang out with us, we love you. Honestly, I love the challenge to my thinking that our non-Christian listeners, and students, and readers bring to the table, because they force me to ask questions that Christians want to ask, but I like that. I don't think God's afraid of questions about his existence or about his nature?

Speaker 2: No.

Ray: I don't think we should be afraid of it either. Anyway back on target. Jesus is central to my life and to my business, and a lot of Christians will say that. They're like, I'm a Christian business person, even though they may not sell Christian merchandise, or they will say that they are believers in that that informs their business decisions and how they conduct business. But my question is, if that's true, if you took Jesus completely out of your business, would it make any difference to how you do business?

Speaker 2: Are we talking in general? Or are you talking about you? Specifically Ray Edwards?

Ray: I'm talking about in general. Christian believers--

Speaker 2: You already hit this. You already hit this, is that it's arbitrary, and that your life shouldn't be broken apart like that. This is one of the problems I have with a lot of Christian teaching out there, is I don't know how many sermons this Sunday will be preached about-- We've all heard the sermons, people should know that you're a Christian without you saying you're a Christian.

Ray: My favorite one used to be, if you were put on trial for being a Christian would there be enough evidence to convict you?

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Speaker 2: Right. If you're a Christian business owner, do people know that? A: I hate that question and I hate that line of thinking, because it's forced and it's fake because, if Jesus is a part of your life and you have an integrated life, then he will be part of your business. But no, you won't have to say anything, but you won't have to have someone tell you, "Is Jesus a part of your business?" and then you won't have to feel guilty and convicted about your behavior, because that's weird false performance crap going on there. Whatever you are in your business, you should be your whole self in your business.

Ray: That's a better question. Let me back up and say, because this may throw a lot of people off. I specifically have made a decision, I'm in the business of teaching, of supplying content.

Speaker 2: Sorry, before I lose this, because this is the point I wanted to make, because when you said if you went on trial would there be enough evidence to convict you, that line of thinking is saying, are you acting enough like a Christian? I think that's a totally manipulative way, and passive aggressive way to try to control people.

Ray: Well, but hang on. I don't think that's necessarily true, because if you really are a Christian, and you really do believe in the tenets of the Christian faith, whatever those may be it should make a difference in your life.

Speaker 2: It will, if it's a part of your life. What I'm saying is you're the person that goes to church on Sunday, and then the pastor is trying to, I don't know motivate or stir up his mostly complacent--

Ray: Okay, but let's forget the pastor, forget the pastor for the moment. The question is for you as an individual, if your faith is real, does it make a difference in the way you live?

Speaker 2: Well, absolutely it should.

Ray: That's what the real question is. I worded it in a way to be provocative, but the real question is, does it make a difference in the way you live? Because if it doesn't, I don't think you really believe it.

Speaker 2: No, that's what I'm trying to say. You don't really believe, and then I'm going back to the pastor though, they feel if they can convict you about your behavior--

Ray: Oh yes, they're totally trying to control you.

Speaker 2: Yes, with passive aggression, manipulation, and all that condemnation shame, all that sort of stuff.

Ray: There are pastors in the world who do not try to control people. I don't know very many of them.



Speaker 2: Hey, pastor's listen, if you're thinking about preaching a sermon this Sunday about, do you look like a Christian? Don't do it.

Ray: If your faith in Christ is such, that if you totally removed it from your life, whatever the actions you take that reflect it like going to church, doing bible study, you having small groups. If you removed all that, it would make no difference to the rest of your life? It wouldn't change your behavior in any way? I don't think you really believe it. I think it's just like a nice idea that you play at. That's the point. A difference that makes no difference, is no difference.

[recording]

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

Ray: All right, moving on from that to the tip of the week, that's kind of heavy, I got heavier than I thought it would.

Speaker 2: I got heavier [laughs].

Ray: Why do you keep talking about everything being heavy, is there something wrong with the earth's gravitational field in the future? Tip of the week, at the moment that we're talking about this, I don't have this yet, but I'll have it tomorrow. Let's just tell people what's going on, we're recording is on Monday October 23rd, it will air on Monday, November 6. By then I will have acquired this device and used it extensively. Here's a problem that bloggers, Vloggers, video bloggers, YouTube creators, video makers have, and it is the quality of the sound of their videos.

What started me down this road was, somebody asked me, "If I don't have money for an expensive camera, how can I make a Vlog, how can I have a YouTube channel?" I said, "You can use your iPhone or your Android, just use your phone." Then I went on to tell them, "Well, the problem with that is of course, the quality of sound you're going to get from the microphones built in your phone is not going to be very good." That's what really makes the difference between great video, what I mean, if you get the lighting and composition right and all that stuff. Let's just assume you have a decent shot, and you have good content, something to say that's worth saying, the quality of the sound that you get from your microphone makes a big difference in the perceived quality of the video itself. You want a close mic'd sound, like what we have right now, we have microphones that are close to our mouths, and they don't pick up most of the extraneous noise in the room, and that's what you want for your video. How do you get that? Well, there's different ways, there's a on camera, shotgun mics, like the video mic pro which is the popular thing to do, put on top of it DSLR. That has its own problems, because it only works if you're close to the camera. Then there's boom mics, you can have somebody follow you around with a big long broomstick with a microphone at the end of it, holding it over your head but that's weird. If you're just vlogging this doesn't really work. There's wireless, lav mics, you have a transmitter packed on your belt, and a



microphone clipped to your collar, and you have a receiver pack that's on the phone, but again that's cumbersome and complicated.

Ray: It's not really good for vlogging. It is good but it's difficult, it's cumbersome, it's complicated. An intermediate step is to use something like the Rode Smartlav Pro, which is a lav mic that plugs into the iPhone, or the Android. It has a cable that clips to your collar and it gives you the closeness, it's a really good sounding mic, but it's tethered to a cable.

You got your phone on a tripod or on a selfie stick, and you got a wire running from the phone to your collar, and that can cause problems if you, for instance, forget that. Like if you have the phone set up on a tripod and you walk away from the tripod, and the phone falls over, that could be a problem. Plus you can't do shots if you're far away from the phone and you want that close mic sound, and you're 10 feet away from the phone, the cable is only like three feet long.

Here's the solution, I believe. It's a new device called the Tascam DR-10L. It's called a portable studio recorder, and it is a small recorder, it's like the size of a pack of chewing gum, and it has a live mic. You just put in your pocket and you clip the lav to your collar, or to your jacket, or whatever, or behind your ear, believe it or not it's a good place to put it.

You can shoot the video and record the audio separately on this device, it uses a microSD card. All you have to do then is take the sound from the microSD card and put it on top of the video in your video editing software, it sounds like a big deal but it's not hard to do.

Final Cut Pro makes it super easy, it basically does it for you.

You get great sound and you don't have to worry about the connection **[unintelligible 00:11:44]** phone and you have to go buy a DSLR put a shotgun mic on top better, you get a wireless lav, this thing is 200 bucks. With the phone you have in your pocket right now and the \$200 investment in one of these Tascam devices, you could have great audio for your videos and you're done. \$200 and you're a video content producer just like that. I will have produced some videos and put those on my YouTube channel by the time you hear this and you can be the judge yourself. My youtube channel is [@youtube.com/rayedwards](https://www.youtube.com/rayedwards).

[music]

Now our feature presentation.

Ray: All right, now we're on to the main event.

Speaker 2: All right.

Ray: The entrepreneurial and our marketer's manifesto. I have 21 points that I [crosstalk]-

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Speaker 2: We're going to go through all these?

Ray: Maybe seven this week. How about that? The first seven, we'll see how far we get. I believe you should consider each of these points. If you feel you are an entrepreneur, if you call yourself an entrepreneur, these are important philosophical or positional tenets that I believe are valid and correct, and if you disagree with them you have that right but you're wrong. Be that as it me, in my humble but accurate opinion these are correct and true.

Let's dive in. Number one: Time is the fire in which we burn and we must guard our time as the absolute treasure it is, it is life itself. Every minute it clicks by is a moment you cannot recover ever. You can never get it back. Even if you believe you going to live forever in eternity, you're in eternity, and you can't go backwards in time.

Will you sacrifice the things of most importance to the things of least importance like other people's opinions, like activities that are not in alignment with your deepest held values? We do this, we have deeply held values but we act in contradiction to them because we haven't thought through the implications of what we're doing. What I suggest doing to redeem the time that you have is to eliminate meaningless activities. Focus on what is meaningful. Agree, disagree?

Speaker 2: Yes, I agree.

Ray: Point number two: Seek prosperity with purpose. Here's a hint, when most people hear that phrase, what they hear is, what they think they hear is, we should be prosperous so you can give the money away, so you can help the poor. The purpose is not to merely give your money away, actually the purpose is not at all to give your money away. It's not also to impress other people.

There's two extremes, there's the person who thinks I should make money so that I can give it all away, and then there's the person who thinks they need to make money so that they can prove their value to others, they can impress other people. The phrase that we've heard so many times is they want to make a lot of money so they can buy stuff they don't really want, to impress people they don't really like.

Ray: That's dumb. I have no interest, I have zero interest in impressing other people. That has not always been the case and for most of us, I say most people have some interest at some level of impressing other people. What I do have an interest in is improving my life. The life that I chose to live, the life of the people that I love and care about, the life of everyone I come in contact with that I can be of benefit to without somehow sacrificing myself on their behalf.

Speaker 2: Right. This does spark something interesting because as we were in the office today getting ready to record this podcast I walked past your whiteboard, and I'm not really sure what all that stuff is on the whiteboard.

Ray: This should be interesting because there is no explanation for the notes I took.



Speaker 2: No, but it was just really a phrasing, I don't really know what the content, it is not important to what I am necessarily saying. But you have a phrase; virtuous prosperity, which tripped a thought wire in my head.

Ray: Not a trip wire, but a thought wire.

Speaker 2: A thought wire.

Ray: I like that.

Speaker 2: I know because I just came up with it, but it really needs something I've kind of been thinking about lately.

Ray: Hot wire, tm.

Speaker 2: Right, something I've been thinking about lately and that saying or whatever tripped it [laughs].

Ray: Do share.

Speaker 2: We kind of talked about this a little bit before but this idea that we have to qualify the term prosperity or to be prosperous. We feel like we have to qualify virtuous prosperity, prospering with purpose, like as if we just say prosperity or teaching you how to prosper or how to be prosperous that's not enough on its own.

Ray: Well, I think that's true because there's been so many abuses of that terminology.

Speaker 2: I get that and I guess this is me trying to go back to the roots of words and trying to be true to language. But I just looked up prosperity in the dictionary, according to Merriam-Webster is the condition of being successful or thriving. Now, I guess my question is this.

Ray: You're a prosperity preacher, you want to be successful and thrive, that's wrong.

Speaker 2: I'm assuming that the reason we have to qualify the term prosperity or to be prosperous is because we believe that if you don't qualify it because you said there's abuses, that prosperity on its own unqualified leads it's really just another term for selfish greed.

Ray: Well, yes that is true because most people don't understand the nature of being selfish, what it really means.

Speaker 2: It gets to that, my question is, if the definition of prosperity is the state of being successful or thriving, can a human being thrive while also being accountable?

Ray: Is this a trick question?



Speaker 2: No. It's a real question. Can we legitimately say that that human being is thriving, "causing that thriving", "prosperity" is coming from their consumption of other people, not necessarily physically like eating them.

Ray: That's what I was going to ask you next, do you actually mean like eating people?

Speaker 2: No, but it's a great image because that's what true selfishness of the evil selfishness is. It's using and abusing other people for your own gain.

Ray: There is evil selfishness?

Speaker 2: Right, there is evil selfishness, but I would attribute it more to cannibalism, than I would to self-interest. Because what you're doing is you're consuming either mentally, physically or whatever other people for your own "propensities". That's my question, can we really define this human being is thriving, because he owns a bunch of slaves?

Ray: No, he's not thriving.

Speaker 2: That person is not prosperous because his wealth is built on slavery.

Ray: I totally agree with you, I completely agree, but for me I think that the reason I use the phrase prosperity with purpose, is I use it intentionally to provoke a conversation.

Speaker 2: Right and I know the way you use, we're in alignment on these things, I'm just pointing out a thought wire that's been tripped. Is how often people have to qualify their success. But really when we get down to the definition of the words, someone can't be prosperous if they are evil.

Ray: Evil.

Speaker 2: That's not prosperity.

Ray: That's something else.

Speaker 2: That's something else. Prosperity can only come from thriving or being successful. If we are going to talk about being a human being in those contexts, that means producing things like you said, that advance your own life, but not at the sake, or at the cost of someone else.

Ray: Absolutely right, and you are right we are not going to get through all 21 points.

Speaker 2: Number three: Stop qualifying, not you, I know why you do it, but everyone else. Stop qualifying prosperity. The word itself qualifies itself.

Ray: I just want to say one more thing about this. I think most people think of prosperity in one of two ways. They think it means either simply you're rich, you have

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a lot of money, you're rich. Then there's all kinds of psychological incorrect baggage they have. If you're rich, you're evil, you're greedy. You're evil. You abuse people. You take advantage of the poor. All those things are not necessarily true. They're possible, but they're not necessarily true. Then, the other side of it is, people hear of prosperity and they think of televangelists who tell people false--

Speaker 2: "Send me your money and God will bless you."

Ray: God will bless you if you send you-- please. Come on.

Speaker 2: Get real.

Ray: Okay. Number three: Business, wealth, and possessions.

Speaker 2: Just to speak to that point. There is that quote from Iron Rand, from the fountain hand that says anyone who speaks of sacrificial offerings is receiving. If someone is speaking of sacrificial offerings, someone's receiving those offerings.

Ray: Yes. Number three: Business, wealth and possessions are inherently moral and good.

Speaker 2: Yes. I mean I think that relates to what we were just talking about.

Ray: I think it does too. For us, it's like, "Well, duh." For most people who are hearing this, this may be a radical, even kind of controversial idea.

Speaker 2: I was talking to someone and I was telling them the name of the legal entity that bought Rebel 77. It's like, "Oh, we'll look for different names", and it's Edward's Industries LLC. They're like, "Oh. That kind of sounds evil."

Ray: "What?"

Speaker 2: Because of the world industry?" "Yes, like a big evil." Like, "Oh my god." Well, that's like on the TV show 'Mr. Robot'. That's your -- You're so-- the villain is Evil Corp. You're so in it, you're so programmed that the word industry is now evil.

Ray: Yes. Where did you get that idea? That's the question worth asking yourself. Where did they come from?

Speaker 2: Why is industry evil?

Ray: I believe it's, we've been taught so thoroughly by the church, by television, by movies, by the media-

Speaker 2: By school.

Ray: -that wealthy business people are evil, and they only become wealthy by robbing, and abusing, and taking advantage of the poor and that's not true.



Speaker 2: No.

Ray: All of us at some level to some extent have accepted part of this lie. Many people have accepted all of it hook line and syncer.

Speaker 2: Some people are really invested in their belief in this lie.

Ray: What's amusing to me is to see the, often younger people, 20 somethings, sitting in a coffee shop--

Speaker 2: Complaining about Capitalism and Court of America.

Ray: Writing about it on their Macbook Pro, with their blog.

Speaker 2: Right. On their iphone, or whatever, the android, it doesn't matter. It's all huge contradiction in there

Ray: We're not seeing any of the inherent --

Speaker 2: Massive contradiction in the world view.

Ray: If you point it out to them, they'll just get angry.

Speaker 2: You know what? Let's just continue evading reality.

Ray: That's a strategy most people try to employ everyday.

Speaker 2: I know. That's fine until you want to force me to participate in your delusion through government law and legislation.

Ray: They don't do that. This is the land of the free and home of the brave. Business, wealth, and possessions are good. I want to make a point here, they're not mere morally neutral. No. People say they're morally neutral. You can use it for good or evil. You can use it for good or evil, but it's not by it's nature, it's good.

Speaker 2: I mean to say that you can use something good or evil, it's neutral. I said this for a long time. It's like, "Oh. Money is like a tool. It depends on whose wheel in it." Well, you know what? That tool is not neutral. That tool serves a purpose.

Ray: What is money?

Speaker 2: [laughs] Exactly. But I'm saying the tool serves a purpose, and it's not neutral. Now a good thing can be perverted and abused.

Ray: Well, this actually leads to point five. Directly relates to point five. Business is the creation of value for the purpose of building wealth. Now, that statement also will tick off some people, make their alarm bells go off and say, "Up. Evil. Evil." Why? Let's think through. What makes that evil? It's the creation of value.



Speaker 2: Again, Rand had a great one liner that really put this into focus. Money and resources can only exchange hands two ways. Either voluntarily, trading value for value, or by force. That's it. Those are the only two ways that money can exchange hands.

Ray: Wait a minute. I mean, taxes?

Speaker 2: Yes. What about taxes? "That falls into the forced camp."

Ray: Well, there's no force. I just feel fill up the form and turn it in.

Speaker 2: I know, this is one of the biggest cognitive dissonance, cognitive disconnect areas I get with people. When we talked about the morality of what we are spending our money on, but they go, "Oh, but it's the tax. It's not [unintelligible 00:25:04] enforced". Yeah. You don't pay your taxes, you go to jail.

Ray: Somebody will show up at your door wearing a weapon. A gun.

Speaker 2: Right. A gun. If you say, "Hey, you know what? I don't recognize your right to take my property against me".

Ray: They will read you your Miranda rights and put the handcuffs on you, drive you up to jail.

Speaker 2: They will pull that weapon out, and if you say no, I see this as physical assault and theft of my property, I'm going to defend myself. Then, they will force that tax upon you at gunpoint.

Ray: Now, I realize what you're thinking. You guys live close to Idaho.

Speaker 2: I guess it must be nuts.

Ray: It must be nuts. Well, where did you get that idea?

Speaker 2: You're right. Then I go back to this. What if we passed -? What if the Government started, "Let's just pick something truly horrendous that everyone would agree with." I don't know, some sort of genocide ethnic cleansing thing.

Ray: Or after you reach a certain age, you just get exterminated.

Speaker 2: Right, yes, we just start killing the senior citizens because they're [unintelligible 00:26:03] whatever, it's horrible, and everyone hates it, we're all against it. But let's just say maybe that wasn't the case, and some people tried to do it. It's just like, "Oh no, that's ethically wrong". "Oh, but it's a tax. We're calling a tax." No, but -

Ray: It's for the common good.



Speaker 2: What you're doing with that money is wrong. Oh, well. I mean, you can have that opinion, but this is a tax, so we're not really doing it to you at gunpoint. Some of you may be going, "Well, that's ridiculous. That's a crazy scenario." No, read history. It's not. Read recent history.

Ray: Read American history.

Speaker 2: Right. This happens.

Ray: Look up this word. Eugenics.

Speaker 2: Right. Yes. Then, a lot of this same people are not Trump fans, and they are truly scared at what Trump might be able to do with his presidency, because the Government has gotten so big and powerful at their hands.

Ray: Yes, how did they get big and powerful?

Speaker 2: How did that Government get so big and powerful that you could be afraid of Trump? Let's think about that. Your answer, ironically, is more government.

Ray: More of the thing that brought us to the brink of disaster-

Speaker 2: Right.

Ray: - we'd like some more of that, please.

Speaker 2: You know, I'm not questioning whether or not Trump is - I'm not even entering that debate. I'm talking about the perception, the idea that Trump is the next Hitler. Let's just assume that's true. Do you really like where our Government's at? That someone like the next Hitler could have that much power? Is your solution to that problem more government? More of what created the problem?

Ray: Right. Just to get back to what point number five was, business is the creation of value for the purpose of building wealth, and this is actually the nature of business. To create value and to create wealth, and business I believe it may and it probably should do good in the process of creating the value. I think that doesn't work, you're not creating value if you're not doing good. But in the end, the specific reason for the existence of a business, is to create value for the purpose of building wealth for the owner of the business.

Speaker 2: I think we should define value here, because value could be core value, value this, value that. I think I can, because we've both been reading the same material. You and I can both say that we view a value is an actual either activity, or thing that can be produced from an activity, that either sustains or advances one's life.

Ray: Yes.



Speaker 2: That's a value. It's not a concept or an idea, "Oh, I value this, I value that." No. It can be a thing like groceries. That is a value. I'm working for that value.

Ray: But we're supposed to empty ourselves.

Speaker 2: Yes, right.

Ray: And be totally selfless, like Jesus was.

Speaker 2: Yes, right [laughs]. Let's not go in there [laughs]. A value is a tangible. It's not like this other worldly concept, or idea, or morality that you hold. It's a tangible that is tied to our day-t-day lives. When we say values, we're talking about those sorts of things. The material, the teaching that we provide in the copyright in an academy, for instance, is of great value. Why? Because people can take that knowledge, that skill set, and they can apply it to their own lives, and they can create more money in advance, and sustain their lives.

Ray: Let me share something with you real quickly on that score. This will sound self serving, and it is, and I don't apologize for it, but I get so exciting when I hear things like this come in. We have a Slack channel called Love, and this is where people send us messages about how our products and services have helped them. We share those because often, we tend to focus on the complainers, because they're the loudest. But we just got this message today. About a year ago, I signed up

[00:30:00] [END OF AUDIO] for the copywriting academy, and I want to tell you that course saved my family. Let me explain. At the time, I was running a small ministry and needed help with my communication campaigns. I noticed an immediate result. First, my email engagement went from 10% to 54%. Second, some entrepreneur friends of mine took notice and asked who is doing my marketing. When they found out it was me, they began asking me to help them with their businesses. This is a pastor. But then my life took an unexpected turn for the worse. My wife and I were both let go from the church where we were serving. Let go. How do you justify that, church? Just based on your own stated values. I'll leave that aside. He goes on to say, desperate for cash, I gave copywriting a shot. I figured a few people had already paid me handsomely for my skill, maybe there were more out there who would do the same. It's only been two months and because of the skills I learned from you, I have matched my paycheck from month one, and I'm expecting to be able to replace my wife's paycheck in a few more. I love my new life. I have so much time with my wife and kids. Thank you so much for what you do, it has helped me and my family get through a very difficult season. That's value.

Speaker 2: That's a value. And you see I have no qualms accepting a large chunk of money for that.

Ray: No. No qualms at all. In fact, if you want that same kind of benefit, contact us. We'll accept a large sum of money from you.



Speaker 2: You're right. Well, what I'm saying, and it's really good to hear and read these things. Ultimately though, when we're talking about value, building wealth, and building value, in the truth of it, the act of exchanging is really a communication of value itself. It's saying that, "Look, I spent time and energy producing this money, and I believe that what you have spent time and energy producing is going to benefit me. I'm going to give a portion of my time and energy, for your time and energy, and that transaction itself communicates an immense amount of respect and value.

Ray: Because you value what the other person has done.

Speaker 2: And you value what you've produced.

Ray: Yes. Point number six: The free market is the only market that works. When we say the free market, I mean laissez-faire capitalism, hands-off capitalism. No interference from the government. We don't have that in America.

Speaker 2: Stop it.

Ray: You don't want me to go there?

Speaker 2: No. To the government. Yes, stop it. We have what's called a mixed economy.

Ray: That's becoming more tilted towards Socialism.

Speaker 2: Oh, God. It isn't. And it doesn't matter if you're on team red or team blue. It seems like no matter who's in control it just keeps getting bigger.

Ray: Here's a fact. Here's a historical fact. Every other economic system that has been tried has failed.

Speaker 2: Failed. Miserably. Now, some might be saying, "Hey, but you know these mixed economies of Europe and even United States to a lesser extent they're working. Okay guys, for maybe 20 years they've worked.

Ray: Look, we're looking at some of the largest, well, the largest ponzi schemes ever constructed. They're eventually going to collapse.

Speaker 2: They will. What they've done, what we saw, is straight up Communism. Whoa. That don't work. We've seen it collapse again in Venezuela, and we saw it collapse all over the world, in Russia, all that sort of stuff. And that doesn't work. So, guess what? Since that doesn't work alone, well, okay, this joke is too hard for the economy to bear, let's allow a little business. Look at what China has done. They are quote and quote communist country and they are.

Ray: They're entrepreneurial communists.

Speaker 2: Right. But what they've realized --



Ray: They've been infected with capitalism.

Speaker 2: Yes. They're communists who've been infected with capitalism. But did you see recently that now they're pushing to make all the biggest tech companies give the government a seat on their Board of Directors?

Ray: Oh, it's like I'm reading a book. A novel.

Speaker 2: It's like you're reading Ayn Rand. It's like you're reading Atlas Shrugged. And people are like, "Well, that's ridiculous." People are calling for the same sorts of stuff here in the United States.

Ray: Yes. The free market has been proven to work. It's a pity --

Speaker 2: Look at these socialist countries. They're saying, "Hey look, this doesn't work. We need to introduce a little bit of capitalism." That should say something people.

Ray: We started as a free economy. It didn't last very long. But had it been given more time --

Speaker 2: It did produce a very wealthy country in a very short amount of time.

Ray: I treasure the remnants of that system, and I pray for its return in glory.

Speaker 2: Me too.

Ray: Finally point number seven, for today. We won't go through all 21, because we'd be here for several more hours. Success is the progressive realization of worthy goals. I used to say worthy ideals which was the original quote from Earl Nightingale but now that I've learned that the term "Ideal" is so tightly interrelated to a philosophical system I no longer find it valid.

Speaker 2: Then what most people think of it when they think of an ideal is detached from-

Ray: Reality.

Speaker 2: - like it's this ethereal concept that doesn't necessarily play out in life.

Ray: I don't want to tell you that success is the progressive realization of worthy fake things that don't exist.

Ray: That only exist in our delusions.

Ray: The progressive realization of worthy goals means that, first you have to define what your goals are. They have to be worthy. What does that mean? Worthy of your best.



Speaker 2: Here is a great question. What is worthy? What is your definition of worthy and good? Where is your moral compass pointing? What is your do North actually pointing at?

Ray: I just live in service with other people.

Speaker 2: I just do what's worthy.

Ray: I'm just selfless.

Speaker 2: Well, what's worthy? I just know it's worthy. It feels right.

Ray: I listen to too very intelligent people in podcast last week.

Speaker 2: It just feels right. Guess what, to the Nazis, you can read them, you can go back and read.

Ray: It felt right.

Speaker 2: It felt right. Their justification for being the superior race, was that they knew it in their blood and in their gut. If you say you know what's right and wrong just by feeling it, you are in the same mental place that can allow you to become a Nazi.

Ray: That's serious.

Speaker 2: Because there are no guard rails on what you believe is right or wrong.

Ray: You've got to think for yourself. Some people would say right now "You guys are Christians, you just accept everything hook line and sinker."

Speaker 2: Absolutely not.

Ray: No. In fact, our book actually says "Be ready to give an answer for why you believe what you believe." We don't accept everything hook line and sinker. I'm just going to say this whole -- I know I keep coming back to this topic of selfishness and selflessness. We probably should do an episode just on that. I was listening to two very intelligent people, on a very well known podcast talking about meditation, and they started talking about the goal of meditation is to eradicate the illusion of self.

Speaker 2: Well then, what's left?

Ray: I was stunned because they kept on going about "You want to choose the position of no self." One of the guys asked the other guy, "Has anybody achieved that?" The other guy said, "Yes, it's called the state of no self." The host asked "What was that like?". He said, "Those of us who have achieved it can't describe it, and those who have not achieved it cannot understand it."

Speaker 2: This is ridiculous.



Ray: If you are in the state of no self, then who is in a state of no self?

Speaker 2: What are you? To truly be in a state of no self, you must die, like literally die. Who was it? Was it Plato? Or was it Plotinus or whatever his name was that said "All philosophy is dying". Because it was this thing they realized "It's all pointless and it's about getting away from the material world".

Ray: That line of thinking leads literally ultimately to death. You reach a point where the only logical conclusion is, "I just must die." That would be perfection.

Speaker 2: To get back on this, and this is really sad. I was talking with some people and they were talking about suicide, which is a really unpleasant, sad, terrible thing that people have to deal with and people struggle with the feelings of committing suicide. These people were talking about why it was bad, and how heavy and rough it was and someone -- these are Christians -- someone said "Yes, the worst part is that it's just like the most selfish thing you can do". I've been in that camp, in that mind space, in that head space. My frustration is both at me for being so stupid as to think that, and then also redirect it out to say "Hey guys, don't be like me. Think for yourself". The worst part about suicide-

Ray: Is?

Speaker 2: It's selfish. Let's think about that. I've destroyed myself. How is that selfish? How is that the worst part? Because the worst part is, you're dead. You felt like the only way to escape the pain in your life was to die.

Ray: That's the worst part. Now, it's hard for the people around you. We've been there, in our own family. We understand, that's very difficult. That's very hard on other people, but it's hardest on you because you're dead.

Speaker 2: Then up until the suicide point, you felt like there was no hope, and the only way out was to die. That's the worst part, not because it's selfish by some weird --

Ray: The depression that leads to suicidal thinking really -- this something you and I are talking about recently, you had somewhere heard this explanation-

Speaker 2: In a movie, yes.

Ray: In a movie?

Speaker 2: Yes.

Ray: Can you share that?

Speaker 2: I can't remember the name of the movie but it was Jude Law. He was playing on a psychiatrist, and he was counseling this woman who was struggling with depression. He said, "Depression can be defined as the inability to construct a



future". What he meant by construct was, in your mind. To see, to envision a future that is better than today. If you are unable to envision a future that is better than today, you will suffer from depression. That's what he was trying to say, which I thought was really interesting. Kind of gave me an interesting framework to think about depression. This is the point here. I understand I know that Christian people who are going to be saying "Well but you know suicide is selfish because your life isn't your own". According to the Christian worldview which I do subscribe to. This is what I will say "You're right. You did not create your life. God created your life, you don't technically have the right to end it". However you have the ability to and God gave you the freedom to exercise things that aren't good for you. Ultimately, if you are going to end your life, and there is a moral wrongness to that action, that's between you and the big man. Not between you and me. I'm not concerned about you being selfish. I'm concerned about the mental state that you're in, that makes you that depressed. It's just so backwards. That's what we think is the worst thing about suicide. Anyway.

Ray: It's good. I don't know how to follow it up.

Speaker 2: [laughs]

Ray: All right, that's just a sampling of the--

Speaker 2: Wait, what are the seven points? Let's wrap up that way. The first seven points.

Ray: That's a good idea. These are the first seven points of the entrepreneurial manifesto, which is printed in full in our newsletter for people who are members of the Prosperity Academy. Currently as we're recording us it's not open for enrollment, but it will be in the near future. You can go to the link in the show notes if you're interested in enrolling the Academy learning, what it's all about. But here the first seven points. Number one: We must guard our time as the absolute treasure it is life itself. Number two: Seek prosperity with purpose. Number three: Business wealth and possessions are inherently moral and good. Number four: Money is the representation of value exchange. Number five: Business is the creation of value for the purpose of building wealth.

Speaker 2: Remember value is that tangible thing that sustains or advances one's life.

Ray: Number six: The free market is the only market that works.

Speaker 2: I feel like how that really should be stated is, the free market is the only market.

Ray: I'm good with that. Number seven: Success is the progressive realization of worthy goals. There you have it.



Speaker 2: Well, if you found this helpful, please leave a review and a comment with your name and website and we'll mention it sometime, maybe. If you'd like to show notes and transcript please go to rayedwards.com/209niner. We'll be waiting for you there. Any closing thoughts?

Ray: Yes, since her name has come up so often I thought I'd share quote from Ayn Rand. This is from her book *The Virtue of Selfishness*.

Men who reject the responsibility of thought and reason can only exist as parasites on the thinking of others.

Until next time, good health [laughs] and prosper in all things. Thrive. Thrive.

[Music]

[recording]

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Each week we bring you a message of prosperity with purpose and freedom.

Remembering the truth freedom is available to all.

Through Jesus Christ.

[Music]

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