



Ray Edwards Show, Episode 314

Five Reasons Why We Bought A Coffee Shop

Ray Edwards: Ray Edwards show episode 314. Five reasons why we bought a coffee shop.

Male Announcer: It's the Ray Edwards show. This is the podcast for Prosperity with Purpose. [music] Let's change the world and watch your business grow. Welcome to the Ray Edwards show.

Ray: You've heard us talking about undoubtedly the fact that we love this coffee shop called Rebel 77 in Spokane, Washington. 3223 East 57th Avenue, Sweet Kay.

Sean Edwards: Correct. Now you can know where it is because it's next to the dentist office that has the giant window ads.

Ray: Yes. Giant window ads. Big white teeth.

Sean: [laughs] I was actually at first worried that that was going to drown us out in that shopping center. But then I realized it just adds greater contrast between their business and ours. It's actually, quite beneficial.

Ray: Well, yes. I think if nothing else, it just attracts attention to that area.

Sean: When you looked at it before, it looked like there were two or three businesses. And there might have been an empty business in between the two. You weren't really sure what was over there. But now your eyes are drawn over there and you can clearly see that there are two businesses. A coffee shop and a dentist office.

Ray: You get your teeth whitened. Then you go drink some coffee to dim that down.

Sean: It is pretty ironic how many people from the dentist office. But it's not even that, because we're so close to a couple of gyms. Yes. I just feel bad for people. I don't know if they know. If they're just ignorant, or they just don't care. They come in and, "Oh yes. I just got back from an exercise. Yes. I'll take a 16 ounce breve."

Ray: Oh. I see what you're saying. They're undoing the exercise they just did.

Sean: Yes. Do people not know how many calories are in a br-- Do you know what a breve is? It's a latte made with half and half.

Ray: Oh. Man. I know about half and half.

Sean: [laughs]



Ray: Because I'm eating keto. Half and half, and heavy whipping cream are things I can eat. But man do they pack in the calories.

Sean: Absolutely. They're calory, yes [laughs].

Ray: If you're not eating low carb but you're eating-- If you're eating high carb and high calory, you're fat.

Sean: Yes. You're fat. Right.

Ray: You're eventually going to be diabetic.

Sean: Right. I feel part of me always wants to go, "Okay. I know breves' taste good, but do you know what a breve is?" [laughs]

Ray: Well, is it our job to be their nutritional counselors?

Sean: No, it isn't. I just feel, "Oh, I'm enabling you to completely destroy what you just did at this gym. But that's you're choice. All right. It's up to you, I guess."

Ray: We're going to talk about the coffee shop. Why we bought it. Maybe a little bit about how that's going. Although that will probably be a separate episode. That's coming up. After these messages.

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

Ray: How to lead the prosperous life? L-I-F-E.

Sean: It's llfe.

Ray: Acronym time. L-I-F-E, life.

Sean: That's my dyslexia.

Ray: Yes. That's what that is.

Sean: Because I legitimately thought you spelled out I-L-F-E.

Ray: llfe?

Sean: llfe. That's one of your weirdest acronyms yet, dad.

Ray: I don't know what that is. llfe?

Sean: Feel like I can share this with you because you are one of the few people who would understand but, I only buy shirts that are at least \$450 [laughs].



Ray: Okay. The prosperous life. I get a lot of questions from people who are not maybe experiencing what they think of as prosperity. Most people think prosperity is only about money. They think if they are not making a big enough income they are not prosperous, and what's funny to me about that is everybody has a different marker of what is a prosperous income. For some people if you are making \$100,000 a year, you're rich.

For other people if you're making \$100,000 a year, how do you survive with that little money? That's relative and that's not a great measure of whether you are prosperous or not. It's one indicator among many different life readings. Is like how are you doing in each domain of your life? How are you doing in your relationships, your physical health, your fitness which are two different things. You can have a physical illness and become more fit. That's true, I know this. I'm not going to go into all that stuff right now but I have a simple acronym that will help--

Sean: ILFE.

Ray: Not ILFE. It's an acronym called L-I-F-E, that it will help you determine whether you are living a prosperous life. You can begin living a prosperous life, if you are not already, you can begin right now and you can be prosperous right now. Instantly, instant prosperity. How is that for a product?

Sean: call now, and you'll get another instant prosperity free.

Ray: Will send you two prosperous lives.

Sean: Just separate shipping and handling.

Ray: Here we go. Here's what LIFE stand for. L stands for love what you do, and do what you love. The reason why I put both of those phrases in there is because sometimes we are in position where the thing that we want to do, we want to do what we love, it's a different thing than what we are doing right now because right now we need to put food on the table.

How do you deal with that situation because a lot of people get all twisted of about, "Well, should I burn the boats and just quit my job and trust God and just bleat out in this new trail?" If He told you to do that, then yes. But you better be dang sure He told you. Otherwise, you are going to have some explaining to do to your wife. Is like one of our

favorite pastors who is in a church that believes in miraculous healings. One of his students came to him and said, "I feel like the Lord tells me that to heal you from your digestive problem I should punch you in the stomach."

This pastor said, "Well, I think that's okay but I dang sure better be healed." That's a good word right there. My point is this; whatever situation you're in in terms of work, what you're having to do right now instead of complaining and moaning about it, love what you do. If you say, "I can't love what I do, it sucks." There is something you can

File name: REP314.mp3



find about it that you can love. Maybe it's, "I love the fact this is helping me learn to be self-disciplined when I have a goal in mind and I'm willing to work toward it." There's always something we can love in what we're doing. I sold solar panels door-to-door right after you were born.

Sean: What? Solar panels?

Ray: Door-to-door.

Sean: I thought it was insurance.

Ray: I did that too. I hated both of those jobs but I found things to love about them because otherwise, I would have gone crazy.

Sean: I'm just picturing you carrying giant solar panels.

Ray: It's as bad as you think it is. Love what you do and then do what you love. Figure out what the thing is you were made to do, that you are designed to do, that lights you up inside and pursue doing that but don't pursue it with stupidity. I in LIFE stands for invite God's presence into every part of your life. Not just the Sunday morning at 10 part. "Okay, it's time to go to God Country Club. We'll be there for an hour and a half, and then that will have no real effect on my life and I'll go do whatever I want to."

Sean: "I'll just go sit in a room of floating abstractions."

Ray: Yes, that seems like a good idea. "I'll be confused about why I'm there."

Sean: "I'll feel guilty for not wanting to be there."

Ray: "That will prove that I've missed the whole point." Instead of that-

Sean: "And that I'm a box of contradictions."

Ray: - invite God's presence into every part of your life. If you believe in God, then act like you really believe what you say you believe. I'm not going to take time to unpack that, you'll have to work that out yourself for now. F in LIFE stands for, fight evil. Now, I've just covered a whole lot of ground. This includes poverty, sickness, violence, war, genocide, theft by the government of money I earned. Oh, wait I'm getting personal. Fight evil. E stands for empower good. I'm going to assume you're doing good.

I'm saying empower good. How do you empower good? When you see someone in a position where they can do a good thing, and I'm not just talking about charitable works. Like for us, we teach business people how to prosper in their business. We're empowering good by doing that. Whether we ever bring up any spiritual thing or not, whether we "convert them" to our religion, we're not interested in doing that. It's not my mission to convert people to anything. That's between you and God. I'm here to



empower good. By helping you be the best version of yourself you're capable of being.

Love what you do, do what you love, invite God's presence into every part of your life, fight evil and empower good. If you'll do those things, you're living a prosperous life. Now, can you become more prosperous? Of course, there's always more. Some people are going to be very upset with me about what I'm about to say but, our life should be spent in pursuit of more.

Sean: Yes.

Ray: Life itself is designed to pursue more. More oxygen, more food, more safety, more shelter, more offspring.

Sean: It's summed up in the brilliant observation that I don't know if she was the first to put-- I'm sure she wasn't, but the way she put it, "All life is either growing or dying. There is no standing still."

Ray: Exactly. There's a line from a song by Hillsong United that I love. It says, "When you speak, a hundred billion creatures catch your breath, evolving in pursuit of what you said." That's life seeking after more.

Sean: Right.

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

Ray: Tip of the week is going to cost you some money. In fact, it's going to change the hue of your life.

Sean: [laughs] We're a little late to this bandwagon.

Ray: We are, but we're on the bandwagon now baby.

Sean: We are on the bandwagon so much that most people think I'm crazy.

Ray: I have spent a small fortune.

Sean: Yes, the baristas at Revel are like, "Why are you so crazy about these lights?"

Ray: Because they're like the coolest thing in the last 100 years.

Sean: [laughs] Since the invention of the light bulb.

Ray: I'm serious.

Sean: Yes, seriously. I want to couch it in this framework. I'm reading *Atlas Shrugged* right now so I'm very much in that vein of thought, and he [laughs].



Ray: I got my copy.

Sean: Yes, dad. Raises his copy up [laughs]. It is the nature of man to bend, nature--

Ray: To His will.

Sean: To our will. In fact, it's the only thing that we do to survive.

Ray: For those of you who are upset because you don't think that's theologically correct, God did

tell Adam to subdue the creation.

Sean: Yes, He did. We change, it is what we do, it is what humans do, there's a great line. It's kind of summed like this, an animal, if it is to survive, must adapt itself to nature. Man, if he is to survive must adapt nature to himself.

Ray: Yes.

Sean: It's just really, really-- For me, that's the difference between man and the rest of the animal kingdom right there.

Ray: And my ax, and my ax.

Sean: But what that means is what we do is we change our environments to suit our needs. Now, some people might say, "Yes, that's why the planet is in climate change." I'm like, "Well no, because that's stupid." If we were smart, you don't set your own house on fire.

Ray: No. That's just not a good strategy.

Sean: That's not a good strategy. So, no, we should care about the environment. Don't misconstrue my words. I'm not saying let's burn all the oil and who cares about the ozone. But, it's what we do. We re-shape the environment to suit our needs. The light bulb, a hundred years ago could have been possibly one of the most revolutionary items to transform our world to suit our needs because now, suddenly, you could see at night without burning a candle, without burning your house down.

Ray: I'd say that was one of the most revolutionary inventions in human history.

Sean: Yes, absolutely. So, then, fast forwarding to this new Internet of Things bulbs that we have now and your comment.

Ray: Let's explain, some people might not know what we're talking about. This light bulbs made by Philips, are hue lights, H-U-E. Each light has a little computer, a little Wi-fi built into it.

Sean: And a series of super bright LEDs.



Ray: And it can change, the best ones can change colors.

Sean: They make the white ambiance ones but they're just one color. Which is cool because you can do automations but the real power is in changing the colors.

Ray: You can have millions of colors.

Sean: Right. What that does now-- So every bulb in my apartment is a hue bulb now. I don't use any other main fluorescent lights, come on.

Ray: Every bulb?

Sean: Yes, but the ceiling bulbs, I don't use those. I only use lamps and things like that.

Ray: I predict that's going to be the end of those dreadful things, and good riddance.

Sean: I didn't understand, and it's still hard to articulate the power that has when you can take over total control of the light and color of your environment? I can't describe it.

Ray: Well, I will try to describe it like this. You know how you feel when you see one of those beautiful sunsets?

Sean: Yes.

Ray: There's something about the light in a sunset that changes your emotional state instantly without any effort on your part. It just instantly puts you in a certain state. You can now take the quality of light from that sunset and duplicate it in your living room or in your whole house any time you want to, at the touch of a button.

Sean: You can do crazy things, like different lights can be obviously be different colors. I have a light strip going above my cabinets, and I tuned the color to

closely match outdoor light. As long as I'm not thinking too much about the fact that there's an LED light strip, if I'm just walking through my apartment or whatever, it's almost as if there's a skylight above my cabinets, but the rest of the lights are more warm yellow like you would usually have on because you don't want fluorescent light. It just creates this real subtle effect and when you can do that.

Then even at a coffee shop when it's dim or dark, sometimes I'm in there in the evening hanging out with some people or whatever when the shop is not open and you turn off all the main lights and you turn on all the bulbs that I currently have transitioned to hue, it like-- You want to talk about changing the feel of a place? That shop, totally different places with different light setups.

Ray: That's the power of these lights. Then you can get into crazy stuff like we've got an Amazon Echo and several Amazon Dots, Echo Dots. We use Alexa to control the



lights and I have different scenes set up. And I have different automation sets. The light in the bedroom, I get up at a certain time every morning instead of having an alarm now, the light will slowly begins to brighten until I'm awake.

Sean: Some people might be sitting and going, "Man, this is just pure luxury. It just seems totally ridiculous and you don't need that." That is the face of progress.

Ray: That's what they said about radio, that's what they said about television, that's what they said about computers.

Sean: [crosstalk] That's what they said about the first light. "What a luxury. We don't need that."

Ray: "We have candles."

Sean: "Common person doesn't need that, we're just fine with the candle."

Ray: "When the sun goes down you're not supposed to have light. If God would have wanted us to have light at night, he would have made it."

Sean: "Shut up you LED lights." Yes, it is a luxury and yes, the bulbs are expensive right now, but you want to know what is really awesome about that, is capitalism.

Ray: Because what's going to happen is--

Sean: Most prices are going to come down.

Ray: There's already competitors who are making similar products for less money which is going to cause Phillips to--

Sean: Bring their price down, or to just make a higher quality product.

Ray: To make a better product, yes.

[crosstalk]

Sean: Which still, is price generally coming down because you're getting a better product for the same price. Just little sidebar on the luxury capitalism thing. I think it's really interesting to people who bash on Capitalism today because they're like, "They keep the poor poor, and the rich rich." [chuckles] I won't comment on that picture.

Ray: I'll comment on the fact that usually the people saying that stuff the loudest, are the 20 somethings in a coffee shop, drinking a \$5 beverage, using their \$2,000 computer to make that complaint on Facebook. "Hello, irony, have you met this person?"

Sean: [chuckles] When Adam Smith was articulating these concepts of free market, of breaking the stuff up so that you can have assembly lines. Just I can't remember

File name: REP314.mp3



the term, it has a term. But you break up jobs, so one person isn't building a cart they're like making a wheel.

Ray: Specialization?

Sean: Yes, there we go, specialization. He's talking about all this, the aristocrats, so the wealthy, the people in power, and who had all the money bashed him and hated his economics, because one of his arguments was, "When this happens, because people are able to compete, share, and trade on various different values. Suddenly, what was once a luxury item can be afforded by the common laborer." And that is exactly why the original rich fought against capitalism. It's because, it would give the poor access to stuff that they thought by God's right they should only have access to.

Ray: They actually understood what capitalism really meant?

Sean: Yes, and they didn't want it because they wanted to keep the poor oppressed, and now--

Ray: This is why it's important for everyone to understand that words have a precise meaning.

Sean: Exactly. So now we have people who are so confused, so upside down in their thinking that they actually think that capitalism is the thing that keeps people poor.

Ray: That is a whole other episode, I'm going to make a note.

Sean: [laughs].

Ray: Because I want to do that episode.

Sean: [laughs]

Ray: The summary is get some hue lights, and consider getting an Amazon Echo.

Sean: Because hue lights are such an archetypal, they're epitome of being able as a human to control your environment, and to make your environment suit your needs.

Ray: I have one more comment to make on this. If you're a person who gets sad during the winter months, you need to get these lights.

Sean: Don't get just like a few of them for a couple of your lamps.

Ray: All of them.

Sean: Seriously that can help, it can kind of add some different colors in some different places, but the real power comes when every light is controlled.



Ray: Every light in the house is on.

Sean: [laughs]

Ray: We should get him on the show

Sean: Who is he?

Ray: Trace Adkins.

Sean: There we go.

Ray: He would make me feel inferior about my voice.

Sean: You know, [unintelligible 00:20:00] brought up Darren Singletary the other day.

Ray: Darren Singletary.

Sean: [laughs]

Ray: Too much funny, ain't no such thing.

Sean: That was it. The beat was, is too much of a good thing a bad thing. They were referencing too much [laughs].

Ray: I hang out with Darren Singletary quite a few times before he was super famous.

Sean: It's so funny because they're so popular with the millennials and--

Ray: And they keep bring up Brooks and Dunn and Darren Singletary.

Sean: Because they're from North Carolina, they keep bringing up the Southern culture stuff [laughs]. They even still have an accent and everything.

Ray: Making it cool again.

Sean: [laughs]

Ray: All right, shall we proceed to our feature presentation?

Sean: Sure.

Male Announcer: And now, our feature presentation.

Ray: Five reasons why we bought a coffee shop. Capitalism, that's not even on the list. But you can presume that was part of it.



Sean: Before we get into this, we decided to make this interesting. So dad wrote up this episode, *Five reasons why we, bought a coffee shop*. I do not yet know the five reasons

that he picked out.

Ray: So these are my five reasons.

Sean: He's assuming they're ours.

Ray: I'm not assuming that. That's why I ask you the question, do you know what they are before we do this turn of the episode?

Sean: Yes, okay, see because now it makes more interesting because it's going to be a discussion.

Ray: Yes, which are more fun to listen to than [crosstalk]

Sean: Yes.

Ray: I'll tell the story in case you haven't heard it. I can't believe it if you've been around this very long you must have heard this story, but we have a lot of new listeners because I wrote an article for Michael Hayet and it was just published. When you hear this it will be a week ago, it was published. And it's apparently brought a lot of traffic to our website.

Sean: Cool.

Ray: Yes, that is cool. The story is this, five years ago or so I started frequenting a coffee shop not far from my house.

Sean: It couldn't have been much more than five years.

Ray: Called Rebel 77, because this is when it opened.

Sean: No, it opened in November of 2012.

Ray: This really cool coffee shop. They had great Wi-fi, we were set up for laptop people.

Sean: Because they've outlets everywhere?

Ray: At every seat there is multiple outlets.

Sean: Which Starbucks, what? Why?

Ray: Starbucks [crosstalk] for mobi [unintelligible 00:22:04]

Sean: Yes, because they have four outlets in all their shops.

File name: REP314.mp3



Ray: It could be they don't want to you there?

Sean: Maybe.

Ray: I'm not saying that's the case, I'm just asking the question. Anyway, I have an office that I work in outside my home. But I like to go to a coffee shop every now and then to break things up. There is something about that environment that it fires me up. It gets my intellect going, I'm able to concentrate, I'm able to work. I love this place. Then you moved back to Spokane a little over three years ago.

Sean: Four.

Ray: Really?

Sean: It was October of 2013.

Ray: Wow, I think it's a good sign that I don't think it's longer.

Sean: Right, [laughs]

Ray: "Ten years ago, Sean moved back to--"

Sean: Ten years, it seems like forever ago.

Ray: Been here such a long time. So you move back, you started going there. We got to be friends with Mike and Debb, the owners.

Sean: It's where I discovered specialty coffee.

Ray: Yes, and I didn't even know. I just going in order a latte and think that was--

Sean: It was a good latte.

Ray: Took tem a while to make it. I thought that was a little irritating but otherwise, it was good. I've learned since then, I've become edumacated.

Sean: Yes, right.

Ray: Then, we both went there for quite a lot of time. We spent quite a lot of money there.

Sean: I mean in the last two years I would say between you and I, one of us would be there every day.

Ray: We had listeners who heard us talk about it so much that we would go to the cash register and it would be Mike or Debb or Kattie would say, "One of your people on the internet called us."

Sean: [crosstalk] a gift card?

File name: REP314.mp3



Ray: Us we're like, "That's weird, but cool." Then one day, Sean, this is how I tell the story. I don't if it's actually how it really happened but this is how I remember it now.

Sean: Okay, well. Because of primacy consciousness that means it's how it happened.

Ray: Of course. You can correct me if I'm wrong. But you came to me and basically said, "Hey, I got some sad news and I have an idea. The sad news is Rebel 77 is closing. And

the idea is we should buy it." I felt like you were saying almost as a joke, or maybe as a like throwing out the line in the water to see if I'd bite. I didn't at first, I mean, I did but I was kind of back and forth, but ultimately we bought it.

Sean: Ultimately, we did.

Ray: The question that we get from lots of people, lots of our internet friends because they know we're having an internet business.

Sean: And sometimes the question I ask myself.

Ray: I've asked myself the question. I'm good to know [unintelligible 00:24:28]. The question is why, why did I do this?

Sean: Let me reframe it. It's not like why because it's so much work and I'm exhausted and I hate it, because that's when most people ask the question why did I do this, that's the implied meaning. It's like, "Oh my God this is so intense, why did I-?"

Ray: What's your reason for asking why?

Sean: It's similar, but it has a totally opposite emotional overtone, where there are just moments where I realize my life has been completely turned upside down. Well, maybe not upside down, sorry, has completely altered because of this decision, and honestly there are moments where I'm like, "I can't believe I said yes to this." Because it's like jumping off of a cliff and like you're paragliding you're like, "This is awesome but I can't believe I actually did it."

Ray: I have to finish building my wings on the way down.

Sean: Right, yes [laughs].

Ray: That's how I feel, I feel the same-- We have not had this discussion yet, we're having this discussion for the first time in public.

Sean: There you go.



Ray: Because I have the same feelings from times to time. I mean, it's turned my life inside out is the way I would describe it. Because everything about our business now is different.

Sean: It's kind of chaotic.

Ray: But it's growth. I've got an idea for an episode coming up called, "Why growth it hurts and it's messy but it's still good" Or something like that. It will be a better title when we get there.

Sean: Wordsmith it.

Ray: Here are the reasons that I think we bought the coffee shop.

Sean: [laughs] And we are soon to find out if I agree.

Ray: Yes. They may not be in the correct order, I'll stipulate to that already. If I'm missing something let me go through the list first and then if you have something to add or delete or change, then we can talk about that.

Sean: Yes, do it.

Ray: Number one, community. Two, ministry. Three, investment. Four, bricks and mortar as in proof and flexing our muscle. Five, synergy with our existing business.

Sean: I like all those and this may be encapsulated in one of them, but I might add a sixth.

Ray: What would it?

Sean: Oh, this comes from me. I wanted too.

Ray: That's valid.

Sean: [laughs]

Ray: Anything else? [unintelligible 00:26:44] will be seven.

Sean: Oh, we want seven? I mean that's the only one that really popped out to me.

Ray: Okay, how about this, more income.

Sean: There we go, yes. I mean, yes.

Ray: Most people would think that would be the first reason. I do not think that is the first reason, it is valid, I want that.

Sean: Yes. I mean, I've thought this too because we haven't thought this because I've been working there of recently last month or so-



Ray: Full-time.

Sean: - full time. Late last month or so I've had a day or two off a week which is nice but for the first two months, I didn't. I haven't taken a paycheck from the shop. I'm totally okay with that. Now, I wouldn't be okay with that if that's how it would always be.

Ray: Because that would just be dumb.

Sean: That would be so weird. I have no problem right now almost pouring myself out in this initial moment of starting up, and taking any money that would have come back to me or this company and point it back into the shop to make it grow more successful so that in a year or less, whatever, we're raking in a nice profit. If we went into it with the expectation that I would never take a paycheck from it, I wouldn't be interested in that or the company would never produce a profit from it.

Ray: Agreed. So let's go back to the top of the list, and just talk through these. I'll tell you what I meant by the word I chose then we can discuss, maybe you have a different nuance or take on it. For community, I had really gotten plugged into this place because it's a place where people gather, different groups of people. I mean, really different groups of people.

Sean: Really different groups of people.

Ray: We've got small groups from churches and we've got people who are like the antithesis of small groups from churches. It's amusing to me that those can be right across from one another and not even realize it. I love the mixture. We've got families who come in together. We got millennials, we got senior citizens, retired people, professors from Gonzaga come in. It's just a great little community hub. In this part of the city, there's not very many places like that.

Sean: No.

Ray: I felt like part of it for me as we were making the decision, as I was wrestling back and forth with the decision, that was part of it. Was that, "Well, if we let this place close then that community shuts down."

Sean: Exactly, I totally agree. I've told people this. In processing through it, there were many moments before we signed the check and the paperwork where I think at any decision like that you go, "Is this really a good idea? Do I really want to do this?" I think no. When you're doing something like this for the first time, particularly no one really knows what you're about to get into. If I had known what I was about to get into-

Ray: Oh dear God.

Sean: - I'm not sure I would have done it.



Ray: I'm sure I wouldn't have. The bureaucracy, the red tape. The certifications, the requirements, the equipment, is so much.

Sean: It's so much. Now having gone through it, and I feel like coming to the other side where things are starting to more smoothly and I understand what's going on, I would do it again but there's that--

Ray: I agree. If I had known what the first 30 to 60 days are going to be like, I would have said, "There's no way I'm doing that."

Sean: Right, yes.

Ray: But now that I can see past that, I can see that the next time will be a lot easier. Noticed I just said-

Sean: Next time.

Ray: - the next time.

Sean: Yes. But what I want to say about that was in those moments of, "Do I really want to do this?" One thing would come back to me and I'd think about that spot being empty and not having Rebel in it. That would make me go, "No. I got to do it."

Ray: I have a friend. I can totally get that. I have a friend who--

Sean: What I mean by that not this, I mean the people. Not just the chairs and the coffee machine and stuff.

Ray: I have a friend who-

Sean: That just made me sad thinking of an empty buildings.

Ray: -when he sees empty buildings he says, he'll stop and look at them and say, "What are you for?" And I love that. That's the entrepreneurial spirit. What do you, I want to make something out of you. Community is number one on my list, number two is ministry. Now, this is where I'll be interested to see what your take is on this.

Sean: Because I might choose a different word.

Ray: I probably should have chosen a different word but I purposely chose this one because a lot of people will know what I mean and a lot of people will think they know what I mean, and probably surprised what I actually mean.

Sean: What do you mean?

Ray: Now, I'm a follower of Jesus and I believe that He's real and that the Bible is true and I don't want to get into a debate about, is it literally true or what parts really--



I don't want to get in all that. I'm not trying to convert people to my "religion" but what I'm called to do as a follower of Jesus is to love people, and to help them experience the Kingdom now. The Kingdom is abundance, peace, and joy. For me, what ministry means is, this is a place that brings people abundance, peace, joy, love, acceptance. Some of the groups that gather in the coffee shop probably wouldn't like each other, but I want them to love each other and get along and co-exist peacefully. That's what I mean by ministry.

Sean: I can agree with that.

Ray: I don't mean putting Bible verses on the coffee cups or handing out tracks about the Four Spiritual Laws.

Sean: No we don't mean that because we want people of any persuasion to feel comfortable there. Even just talking about purely from a Christian perspective, Jesus hung out with sinners and prostitutes and things like that. The question is, why? Why did people love hanging out with Him and why did He go there. A, for one thing, people loved hanging out with Him. I'm guessing it's probably because-- I'm guessing they didn't hang out with Him because they felt judged and condemned around Him.

Ray: "Hey, there are judgy guy's in town, let's go hung out with Him."

Sean: "Hey man, He really makes me feel terrible about myself and how horrible I'm living my life, let's go hung out with Him."

Ray: Now He made people feel great about their lives.

Sean: Right. At the same time, He had uncompromising principles. That's a totally different conversation. It wasn't like He was a push and let everyone do what they wanted to.

Ray: But it's true. He brought Grace.

Sean: Right.

There are people that I'm in relationship now, there's a community that I'm plugged into now because of this coffee shop and there are people that I get to interact with now, in a way that I just A, wouldn't have had the access to, and-- Honestly, the reason I probably wouldn't have used the word, "Ministry" is because my first go to isn't going to be to talk to them about Jesus [laughs].

Ray: No, because they're not going to hear anything else you say after you say that name.

Sean: No, it's to render value and to render a place of community and love for these people. So, I think the thing that you were talking about that I can totally get on board with is that it's a positive influence on people's lives, and that it invites them to



a place-- Honestly, the coffee is magical. Because people can come into the shop [crosstalk] grouchy, tired, and then instantly, once they drink this beverage, the warmth of the beverage can bring them joy, but then the caffeine in the beverage can alter their mood and their day.

That's pretty cool. That people come in, and that you get to do that for them.

Ray: It is pretty cool. I'll just take it one step further, this is not something that anybody knows, in fact, this is the first time I've ever talked about this, I think even with you. But when I go into the coffee shop, I happen to believe that we're able to carry the atmosphere, the Kingdom with us wherever we go and to spread it around without talking to people about it, without preaching at them, without saying anything, without doing anything weird, without speaking in tongues out loud. But I go in and I pray and I purposely want to release that atmosphere of peace and joy, and I do. To me, that is also ministry.

I use that word specifically because so many of our listeners are Christians; and that's a word they would be looking for, to identify what I'm doing. But I'm not preaching at people, I'm not trying to convert people, I'm not trying to tell people their lifestyle is wrong. I'm telling them, "I love you, I accept you, I want to be your friend. Not for an ulterior motive, not because I want to sell you something later. Just because you're a human being with inherent value and worth."

Sean: Right. Yes, absolutely.

Ray: Okay. Number three. Investment.

Sean: I think we've touched on a lot of pieces of this already. But okay, what did you mean?

Ray: Part of my strategy as a company is to invest in businesses and properties that increase our wealth. We reach a crossover point where we're no longer working for our money, our money is working for us. We have capital that's working for us and bringing in income.

Sean: Yes, and the other side of that-- I'm sorry, were you done?

Ray: No, I was done.

Sean: Okay. The other piece of that too, because I totally agree with all of that, is the-- I like to talk about the *Shark Tank* factor. When most people watch *Shark Tank*-- I shouldn't say most people. A lot of people watch *Shark Tank* and they have an idea that they want to take before the sharks. Or they wish they had an idea that they can take before the sharks.

Ray: Or they say, "I had that idea 10 years ago."

Sean: Those people, too.

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Ray: "Give me a beer."

Sean: Whenever I watch that show, I don't want to be the person presenting the idea.

Ray: You want to be the shark.

Sean: I want to be the shark, not because I want to be the big powerful person with all the money, but because those people, they get to make these people's dreams reality, and quite often, these people's dreams are good dreams.

Ray: They get to empower good.

Sean: Right. Before I move back, one of the ideas I pitched to you was buying small businesses, local businesses that had a good idea, but maybe weren't executed perfectly, and making them successful. I look at Rebel and possibly anything else in the future along those lines of-- Mike and Debb, they built this amazing coffee shop. They poured their heart and soul into it, designed it, and built out the building, put a whole bunch of their own money into it, and they loved it for five years, and then they are ready to be out.

Ray: And it would not exist as it is today if it had not been for them.

Sean: Absolutely. They built a great product, but they were ready to be out. If it hadn't been for us, that coffee shop wouldn't exist anymore, and that place of community wouldn't exist anymore. It wouldn't be making money, and it wouldn't be contributing to the economy or employing people or all the amazing things that it already does, that we've already discussed.

It makes you wonder as an entrepreneur, and someone who truly believes it, innovation, entrepreneurship, and business actually move the world forward. How many really good ideas are dying in their germination stage because their creators just didn't know how to grow the plant? How many world-changing businesses, life-changing businesses, value-creating businesses exist, but never make it past a little corner shop or a little whatever just because they don't have the knowledge or whatever to carry it forward? How fun would it be to be able to invest in those and to make them successful, to make them money, and to get these ideas that may have never seen the light of day, to see the light of day and to flourish?

Ray: I approve of this message. Absolutely.

Sean: And, to add some zeroes to my bank account.

Ray: Yes. That too, but investment is more than just a-- We want a return on investment financially, but we're investing in culture, we're investing in people, we're investing in the economy. Now, you want to talk about the economy and make me happy, talk about making the economy, creating economy, then we can have a discussion that makes me happy. My next reason number four was Brixon Mortar,

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and I wrote proof and flex our muscles. Also, I would add to that, personal experience. I'm not going to explain. I want you to talk about those things, what you feel that means before I go into anything that I have to offer.

Sean: List all the--

Ray: Proof?

Sean: Proof.

Ray: Flex our muscles.

Sean: Flex our muscles.

Ray: Hands-on experience.

Sean: Hands -on experience. Proof, that our ideas work because we get a lot of people from other-- Students, they're asking us, "Hey, I see this works for your business, like an online educational. You have a skill that you're teaching other people. I see that it works for you but will this work for my insurance agency?"

Ray: Exactly, that's what I mean.

Sean: Part of it, we realized, it wasn't the main reason. We weren't like, "Let's go buy a Brixon Mortar business so we can show them that this works."

Ray: Because we have plenty of students who can do that.

Sean: Right. However, it does closely align and does allow us to do that. It is a good reason. It adds to the side of the pros and cons lists. Buying it, it adds to the pros. It tips the scales in that direction. What was the next one?

Ray: Flexing our muscles.

Ray: Flexing our muscles is just--

Ray: we know our stuff works--

Sean: And we enjoy [laughs] seeing the fruits of our labor.

Ray: Exactly. Then, hands-on experience.

Sean: The way I would describe that, I'm not sure if this what you meant maybe it was. We love the information teaching-training business. It's an awesome business. There is something inherently different about creating a physical thing for someone.

Ray: Boy, is there ever.



Sean: I probably still don't fully understand it. I didn't understand it to the level that I currently do until I started making people beverages that they immediately consumed. An actual, tangible thing.

Ray: You made it and you put it into their hands, and you could see their reactions right there in front of you.

Sean: They drink it and they go, "Oh, this is so good. Thank you." And they leave, or whatever they do.

Ray: That's interesting because I haven't have that experience because I don't make the beverages.

Sean: No, you don't. That was not meant as a, "No, you don't." But it's like, "No, you're right." I haven't thought of that.

Ray: What I have learned through hands-on experience is, a lot more empathy for owners of physical businesses because of all the government crap they have to put up with. All of the bureaucratic, time wasting, progress impeding, trouble that they have to endure. Yet, even so, it's still worth it. If you're an entrepreneur you're like, "Okay, I have to put up with this but I will in order to get the joy that comes from doing this thing."

Sean: Absolutely.

Ray: The next one was, number five, was synergy. Between our existing business-- We've kind of already touched on this in the coffee shop.

Sean: We touched on the pieces of applying our marketing chops to the shop, and so I don't think we need to that one. But I think the other one, the other side of it of having meet-ups and things like that. Is that what you were thinking of?

Ray: Yes. Exactly. We have meet-ups so that our people who follow us on the internet, listen to the podcast, Facebook or whatever could come and hang out with us. We can discuss our internet business ideas. So that people who don't know any of that stuff can come hang out just because they're curious and they can meet these other people. We can connect them together, and that's a synergy. It's also synergy in that for our online teaching business now, we kind of have a real-world laboratory. Both businesses can serve the other business.

Sean: Absolutely.

Ray: That's what I meant by synergy.

Sean: Yes, I agree.

Ray: Six, this was yours, I want you to go for this. Wanted to.



Sean: Wanted to. I just wanted to [laughs].

Ray: I do too. I was a little afraid. Okay, there was a point in which I was very afraid. I'm going to be very transparent about this. I spoke with you about look, when I think about this I think, "Okay, I've got this Parkinson's disease thing that I'm dealing with. I don't think this is the time in my life I need to be taking a big risk like this. I need to double down on what I've already got and be saving money, and making sure we don't go further into debt." You said to me, something like this, is what I remember you saying. You tell me if I'm right.

You said, "Dad, I totally respect what you're saying. I don't want to negate any of it but I just wonder if you're making that decision out of fear and if you are, I think it's the wrong reason."

Sean: I do remember that [laughs]. I remember that one, I felt, I was like, "This is going to be a bold question." [laughs]

Ray: It was powerful, it really had an impact on me, it still does. When I think about it, I think, "I could have missed out on all this that we've experienced so far." If we had to close it down today which we don't, we're doing fine. But if we had to close it down today I would feel like it was worth the experience.

Sean: Absolutely.

Ray: I would be sad to think that I didn't do it because it was afraid to do it.

Sean: Yes, absolutely. I would I wouldn't trade the decision for the learning experience. There's just something, it's hard to describe. It's like the characters in an Ayn Rand novel coming across an abandoned factory and realizing that there's so much value here and if they just put in a little bit of elbow grease, they can start churning out really awesome products of whatever it is.

Ray: We've just gotten started and we just started talking about our serious marketing campaigns, the things we want to do and we're-- We've got plans.

Sean: The wanted to was just like, "I see this thing. I feel like it's right on the precipice of being super successful. How much fun would it be to grow it into that? How sad would it be to just let it die?"

Ray: There's a corollary to this. One of my trusted friends and advisers told me, "You know, Ray, I think you should not buy this thing. I think you should propose to them that you just become a partner. Like you own a piece of it, they handle all the coffee making and you guys handle the marketing." I know that was pretty good counsel but the decision I came to and that was, "I don't want to do that. I want to own it, because I want to."

Sean: I want to own it.



Ray: I have no reason beyond, "I just want that. I want what I want and I don't have to justify it." So we did it. Reason number seven is pretty self-explanatory. More income. If you own a business,

the goal of the business is to create income.

Sean: And if it becomes obvious that your business will never create an income--

Ray: Then you don't have a business. You have a very expensive hobby.

Sean: Or you have a charity, or something.

Ray: But it's not a business.

Sean: Or a nonprofit [laughs].

Ray: Nonprofit. Yes. Those are the seven reasons why we bought a coffee shop.

Sean: Yes.

Ray: In a future episode, we'll talk about lessons we've learned. We don't have time to do that on this episode, plus, we have some more lessons to learn first.

Sean: I'm sure we do.

[music]

Sean: All right, if you found the show helpful please subscribe to it, any apple podcast app and leave a review for us in iTunes. Please leave your name and your website. At some point, we may or may not read it off on an episode.

Ray: Yes, this is episode 314.

Sean: Yes. You can go to rayedwards.com/314 to get the transcript or the notes, whichever one suits your fancy. This time, I have the quote written note, if you're okay with that.

Ray: I am totally okay with that.

Sean: "If an animal is to survive, it must adapt itself to nature. If man is to survive, it must adapt nature to himself."

Ray: Mic drop.

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