



Ray Edwards Show, Episode 326

The Five Phases of a Prosperous Business

Ray Edwards: *Ray Edwards Show, episode 326, The Five Phases of a Prosperous Business.* Well, hello, and welcome to the *Ray Edwards Show*, it's a different show this week because Sean is out. Once again I'm flying solo, but that's okay I've got a few things to talk with you about. Sean will be returning to the show and we'll be back to businesses as usual. For now, I want to cover with you some new directions we're headed to the business with the company and how we're going to be helping you in new and improved ways.

Don't worry, the stuff that you have come to know and love us for I believe is still present in a very real way. We still have a great focus on copywriting and marketing. Building an online business is the best path for most people to follow to build wealth and prosperity in their lives. We also have a focus on the spiritual elements and foundations of business because I don't believe it's possible to separate the two things, business and spirituality from one another because you only have one life and spirituality and prosperity are both part of the same life, you can't separate them out.

Just like if you take the yolk out of an egg you no longer have an egg. Kind of a crude example, metaphor but you get what I'm trying to say. This show is also live to drive as you may have surmised. I'm flying by the seat of my pants as we get ready to head to San Diego. I'm going to be speaking at social media marketing world and I'm going to be meeting a lot of people there. By the time you hear this, that will be over. We'll probably do some blogging from there so you may get some live reports or close to live reports from in the field, it's a social media marketing world.

It is one of our favorite events, maybe our favorite event every year except for our own which I'll be talking with you more about that coming up in just a few minutes so stick with me.

My premise for today's show is that every person listening to this show can and should build a prosperous personal brand business and you do that by going through these five phases that I'm going to share with you today. I'm going to share them with you in order because if you get them out of order, you'll have all kinds of problems and if you've been experiencing problems building your personal brand business, chances are, more likely than not your problem is you're out of sequence in these five phases of building a prosperous personal brand business. I'll get to those coming up next.

Spiritual foundation this week is all about the dream inside of you and is it okay for you to live and chase after your dream? I believe the answer is absolutely yes. I believe God is the giver of dreams and He places the talents and gifts within you and spurs you to have the motivation to go on and give those gifts to the world and give them in exchange in something we call commerce, the marketplace, capitalism,



God's idea. Your gift will bring you to the place where you need to be to be able to profit, to be able to manifest your identity it to the fullest extent that God intended it to be, to be who God designed you to be in the world.

I take the scripture to support this week from Proverbs 18:16 which says, "A man's gift makes room for him and brings him before great men." If you worry about- like you're too focused on your ego, you worry about putting yourself out in front of people as an expert or as somebody who should be listened to, the world needs your message. God gave you your gifts not for you but for you to give to others and He did that so that you could be rewarded and so that others could be rewarded as well, that's the way the system works. Your gift makes room for you, it causes people to back up and give you the space to do what you were put here to do and they benefit from it and it brings you before great men.

Now, great men is relative not everybody has the same level of talent in gifting, that's just the way things work. Fair does not mean equal, it's not the same thing. It's always fair in God's kingdom, it's not always equal because if it was always equal it wouldn't be fair. Chew on that for a while. Your gift will make room for you according to your gifting so will be the opportunity that is laid before you. It's up to you whether you're going to seize it and take advantage of it or not. God intended it there for your benefit. I think you should grab hold of it and make the most of it.

My tip of the week is going to be so basic this week, you're going to say, "Well, that wasn't very brilliant, Ray, it's common knowledge." Well, yes, it's common knowledge but it's not common practice and it should be common practice for you and me. Here's my tip of the week. Carry a pen and a notebook with you at all times. Now, you might carry a pencil, you might carry a crayon, I don't care, some writing implements. I really recommend a pen because the palest ink is more permanent than the faintest pencil.

Carry a pen and a notebook, it may be a stylish notebook like a Moleskine or maybe a field notes notebook or it maybe a spiral bound notebook, you got it right for 59 cents, it doesn't matter. Just something that is bound into a book that has paper that you can write on and you can always carry it with you, because you may not have power or internet where you are when an idea strikes you, when inspiration strikes and don't kid yourself into thinking I'll remember this is such a great idea, I'll never forget it. Those ideas always get away from me.

When I think, "This is so outstanding, it's such an amazing idea, I'll never forget this. I'll just remember when I get home," I never do. I don't know why that is but I've learned to carry a pen and notebook with me at all times so I can write those ideas down. You want to be independent of power and/or internet because those things can and do fail. The second reason to carry a pen and a notebook is you can always count on them, they'll always work. They'll never be a software update that you have to wait for, they'll never be a boot up time, they'll be a bug in the system that cause it to crash. You can always depend on your pen and your notebook.



The third reason is a pen and a notebook don't make unexpected interruptions, noises, and disturbances, and distractions for other people. Sometimes when we have our electronic tools we can open them up and they make all kinds of noises or a video starts playing because some annoying marketers in the video to you or whatever. This is a way you can capture your thoughts without disturbing other people around you, even in a dark theater.

You may have an idea you want to write it down, you don't want to pull out a screen that everybody in the theater will be drawn to. You'd put out a notebook and a pen, you can dimly in the darkness you can scratch out your idea so that you can look at it later and understand what you were thinking. Carry a pen and a notebook at all times, it will be invaluable, it'll capture some of your best ideas and they won't get away from you and you'll benefit in the long run tremendously from this habit of carrying a pen and a notebook. If you're a writer, this is just required because there's a saying, "You can always tell who the writers are, they're the ones with pens and notebooks."

My premise is that you want to start a personal brand business, a platform-based business where you take your knowledge, your wisdom, your expertise, your giftings in the world, and you share them with the people, and you do that through the power of the Internet because now we have distribution across the globe that's available to us and it was never like this before. Think about the time in history that we live in, it is unprecedented what is available to us now.

There was never a time before in history that for \$50 you could be totally set up with a business online where you could have a radio show aka podcast, a TV show aka YouTube channel and various means of people communicating with you, aka social media for \$50 or \$100, no more than \$100, you'll be totally set up with a business global in reach and could grow to be gigantic.

Many businesses have done just that, you think about somebody like Casey Neistat who started out with a video camera and making movies and really had no audience, no following, and has built a, I think, seven million follower YouTube channel now. That is incredibly influential. Part of his company was purchased from him by CNN for \$25 million last year. He's done all right, and he did so with his ideas and creativity in making stuff. There are many other examples of this as well, there's Peter McKinnon who's a photographer and cinematographer, a videographer who lives in Canada, he's built a million subscriber YouTube channel.

It's not just YouTube channels, there are people in all social media markets like Instagram, huge Instagram accounts, Facebook, Pinterest. You know the names of the people who rule these marketplaces and the names you may not know are the people in the niches that are getting wealthy serving a small few thousand people in that particular niche. For instance, if you have a particular kind of fitness niche like perhaps exercise for pregnant mothers who like to do yoga in the southeast, that gets really specific. You can build a channel or a business around that and around



your personality and you can have a thriving six-figure business just serving that one little tiny slice of the marketplace.

It's incredible what's available to us. Sometimes I feel like I get too enthusiastic and people get freaked out by how excited I am about this but this is the future we always dreamed of. The internet and the ability to build a personal brand online is the great equalizer of all entrepreneurs. Think about that. It used to be that the gatekeepers decided whether you got the audience or not, the publisher decided whether anybody got to read your book or not, the newspaper decided whether anybody got to read your articles or not, the record company decided whether anybody get to hear your songs or not.

Now those middlemen, those mediators are gone but they're not gone they still are trying to hold on to their jobs tooth and nail. They like to convince you that you still need them but you don't. You have the power to set up your own business, your own distribution channel, your own media empire if you will. You just have to decide you're going to do it. There's a learning curve, there are things you have to learn how to do but that's the price you pay for the freedom of being able to do it yourself.

I think it's well worth being able to do it yourself because if you use one of those middlemen if you count on them to discover you. Then if you're one of the 1% who do to get discovered, then you count on them to market you. If you're 1% of the 1% who gets selected, who actually succeed, you have to give up most of your profits and all of your rights to the big company that sponsored you. That's no kind of deal for an entrepreneur or for a creator, but now you don't have to do any of that. You can create your stuff on your own on your own terms without anybody telling you what you can or cannot say or do.

You can build a channel that you like, that people who you're primary audience will like, without the interference of big corporations and you can deliver your goods and services and art pure to the people who are your best customers and you get to keep most of the money. In the end, it turns out being a better deal for your customers because they're getting exactly what they want not something watered down by a big corporation and committees. Committees and big corporations always slow things down and always make them worse, always.

There are things that cannot be done without a big corporation. Apple Computer cannot exist if it is still based out of somebody's garage in Palo Alto, that's true. The big pharmaceutical companies that make medicines that some of us depend on to live our lives normally could not exist without a big corporation surrounding them, that's true as well. If they're just dependent upon an apothecary in some village somewhere who came up with a solution to a problem, a medical problem but didn't have the distribution and it wouldn't work very well.

There are cases where we need a big corporation, a big organization with big distribution to be able to do things that we need done but for most of us who are trying to build an online business that's not the case. If you're a writer, a thinker, a



speaker, an author, a coach, a consultant, a trainer, if you have a service you perform like design, or copywriting, or marketing funnels, or the design of software, any of those kinds of things that I just named and many many more. If you're an attorney, a real estate broker, or agent, if you're a dentist or a doctor, or if you have an auto shop or a coffee shop like we just buy here in Spokane.

All of these businesses can benefit and should benefit from having a personal brand attached to them because people do business with the business. Look, if you have two coffee shops, let me just use this example because it's very real to us right now. If you have two coffee shops and one is just a name and a brand of say it's a Constant Coffee, I just made that up. There's probably someplace that actually called that but there's no place like it in Spokane so I just made it up Constant coffee. The other is called Revel 77 coffee. That's the coffee shop that Sean and I just bought recently.

If you attach a personality to the Revel 77 brand and it's known for the person who represents it which is going to be the case very shortly for us then Constant coffee has a hard time competing with that because now Revel 77 is a person, is a personality more succinctly, more accurately. It's hard to compete with the personality if you don't have one. You can tweet that. It's hard to compete with a personality if you don't have one. Now that I've established at least hopefully a beachhead in your mind that says, "Yes, a personal brand is something I need to do or at least I need to think about doing."

Then let me walk you through the five phases of building a personal brand of business. Most people don't understand these phases or the order they come in and so they get into trouble. They try to build a personal brand and it doesn't work. They're not getting the traction, they're not getting the income they want, they're not getting the results they want and they wonder, why is this not working? What is the problem? The problem is you have a disorder that my friend Armand Morin calls out of sequentialism, you're out of sequence. Things happen in a certain order for a certain reason.

There's a thing in language called syntax and syntax refers to the order in which words appear in communication. Tony Robbins has this famous example that he talks about. He says, "Johnny bit the dog, and the dog bit Johnny are the same exact words but they're in a different order, they have a different syntax. Johnny bit the dog is a very different experience from the dog bit Johnny, depending on whether you're Johnny or the dog." Syntax is important. It changes the meaning of everything. It changes the outcome of everything. In your businesses as you put your business together as you build your online personal brand business, you've got to have things in the right order.

Here's the right order. The five phases, let me go through them. We'll be exploring these in more depth in coming weeks. Sean and I will have some pretty fun discussions about these I'm sure but I'm going to give you the overview of what the five phases of personal brand business are and what they mean to you. Phase one,



this is where you need to start. Let me just pause for just a moment. Let me tell you how people get this out of sequence.

Most people want to start to phase four. Most people I talked to whether it's at events, or seminars, or workshops, or on Q and A calls or webinars. Most people I encounter who learned what I do and know that I specialize in helping people build these online kinds of businesses, they want to start with the marketing. They start talking to me right away about the marketing. "How do I market it? How do I build an audience?" I have to ask them, "Well, who are you?" "Well, I'm a writer. How do I build an audience?" That's the wrong question. You're out of order. You're out of sequence. You have out of sequentialism.

You're trying to start with the marketing or maybe the message, which is phase three when you have to start with phase one, which is meaning. Now, this will sound frustrating to a lot of people who want to just get right down to it. Entrepreneurs tend to be ready-fire-aim kind of people. Often, they're fire-ready-aim kind of people. They have an idea. They go out and do it. Then they start thinking about, "How should I have gotten ready for this?" And, "How should I take aim now so I can do this accurately and profitably?" I only know this through experience. It's a tendency that most entrepreneurial types have. We have an idea. We want to do it immediately.

We need to stop and give a little bit of thought to things and we start with meaning. Start with this question, how do you know what you think you know? Now, this gets into philosophy and I'm not going to spend a lot of time on this. Think about that question for just a moment. You think you know certain things. You know what it means to be an American. You know what it means to be a European. You know what it means to be a capitalist. You know what it means to be a socialist. How do you know what you know about that? How do you know what you know about philosophy? How do you know what you know about religion?

Chances are, you know because of a mishmash of ideas you did not select consciously. They're just dripped into your mind over the course of your childhood by your parents, by television, by movies, by the school system, by the homeschooling system, by the church, by the churches that you've been to, by the people that you know, the people you associate with, movies. There's a random melange of ideas and bromides and slogans that have swirled in your mind into one big amorphous blob of something that forms your worldview.

If you haven't thought that through carefully, you have a lot of trouble making decisions about your business because you won't know how you know what you know and you won't know how to know what's important. All stimuli that you experience in life, everything that happens to you, creates a response in your body and your brain. Either attraction or repulsion. Either you want to move closer to something or you want to move away from it.

If it feels good and it seems nice and it seems safe, you want to move closer to it. Like a person of the opposite sex, for instance, could be the person that attracts you



because they have those qualities. They are attractive, they look attractive, they seem friendly, they seem nice, they make you feel good when you're around them so you're attracted to them. Then there's the repulsion factor. Think of the opposite kind of person. The person seems dangerous, edgy, who offends you, who has different beliefs and ideas than you do. You tend to feel pushed away from it.

Now, are those feelings that you have accurate? Are those feelings of attraction always good for you? Let me ask you this, ladies I'll ask you, are you ever attracted to guys who turn out not to be such good guys? Are you ever attracted to bad boys who actually are bad boys? When you get together with them and you're with them for a while, you realize, "Oops, I've made a mistake. I should not be with this guy." Guys, how about you? Have you ever been attracted to a girl, a woman, and she was very physically beautiful and charming and there's chemistry, but when you got to know a little bit more about her, you realized, "Oops, I'm in a relationship with a crazy person."

I'm not making any judgments. I'm just saying, have you ever had this experience? On the opposite side, have you ever met somebody who initially turned you completely off? Maybe it's the person you're married to now. When you first met them, you thought, "I don't like this person at all. They bother me. They bug me. They offend me." Over time, as you got to know them, you realize your values matched. There's some kind of dynamic polarity between the two of you, some kind of chemistry, and you ended up getting together, getting married, and you've been together for a long time. You realize they were exactly the right person for you. Has that ever happened?

Have you ever met somebody who totally ticked you off and you ended up being best friends for life? Have you ever encountered an idea that offended you and upset you and after some time considering it and digging a little deeper, have you ever realized, "I agree with this idea completely." Why am I saying this? Your immediate response to stimuli is not always accurate. You need to think about it further before you decide what's right or what's wrong about a situation or person, a company and idea.

Start with why you feel the way you do. Why do I feel attracted or repelled by this? Now, you might ask, and fairly so, "What has this got to do with the business, Ray? What has this got to do with my personal brand? I want to be an expert on how to be a speaker, make money being a speaker. This has nothing to do with that." My friend, this has everything to do with that. If you don't understand these things about yourself, about where you get your meaning in life, what the purpose of your life is.

If you don't know why you believe what you believe, why you do what you do you will be a ship without a rudder, worse you'll be a ship without a rudder and without a sail. Even worse you'd be a ship without a captain, a rudder, a sail, or a map. You're sunk. You've got to understand your meaning, the meaning of your life is what I'm talking about.



The first question you have to settle is why are you here and what are you supposed to do? You might say, "That's a huge question, Ray. How can we possibly answer that during a podcast?" We can't, but I can ask it during a podcast and I can make you think about it. I suggest that in that notebook you have, with that pen you have, because I told you to get it earlier. If you haven't gotten it yet maybe you could pause this podcast, stop at the nearest drugstore or pick up a notebook and a pen, or bookstore if you want to be classier about it.

It feels much better and much more serious if you buy it at a bookstore than **[unintelligible 00:20:48]** and maybe that notebook you write down, "The purpose of my life is, the meaning of life is," and I know it sounds ridiculous. It's like a joke, it becomes so ridiculous to us, we don't think about it. The point that we joke about it. Well, you should just find out the meaning of your life. What is the meaning of your life? Is it close? We make jokes about it but it's important for us to figure out what is the meaning of your life. Do you believe there's a God? Do you believe you're created for a purpose? Do you believe you're made to fulfill a mission in life?

That belief will make you a very different kind of person than the person who believes that everything is accidental, there's no meaning to anything except the meaning we give to it and that you should get what you can get while you're here because once you're gone that's it, it's all over. I'll let you decide for yourself which viewpoint makes more sense but we can agree whichever viewpoint you may share or wherever in between you may be, we can agree those are two very different people as a result of what they believe the meaning of life is.

You don't even have to decide that you're 100% right, just figure out what your current view of the meaning of life is.

Maybe you write something like this, "I believe there's a God, I don't understand much about him or her but I know that I'm here for a purpose and that I'm here to serve other people in some way and that I'll be rewarded for fulfilling that purpose if I do and I'll be frustrated if I don't." That's general enough, it leaves you room for refinement later on because you will refine your viewpoint in these things. I looked back at what I believe 10 years ago and I think, "Man, I was very naive or very deceived." I always make allowance for what I'm going to think about what I currently believe 10 years in the future? It's a question worth pondering.

For right now, decide what you believe right now. I don't want to get too deep into this rabbit-hole or we'll never get out of it. What do you believe about the world right now? What is the meaning of your life? What's the purpose of your life? Write down the best you can in your notebook and pause this podcast. I want you to actually do this before you move on. Even if you're driving or you're on the train or whatever, pause this podcast until you can write down some kind of answer to this question, what is the meaning of life for you currently? You can always change it later but write something down now. Go ahead and pause, I'll wait.



Okay. I'm going to assume you did write down the meaning of life, phase one. Phase two, what is your mission underneath that meaning? If God created you, let's say you're the person who believes, "I was created by God, by my creator to do a certain thing in the world while I'm here. I was given the talent of being a good writer. That's a gift I've been given and I'm supposed to do something with it." This is the basis of your mission. Your mission is, "I'm supposed to do something with my talent for writing to serve other people and I'll be rewarded for that, that was why I was put here."

Let's talk about reward for just a moment. Some people get offended by this idea that I keep saying you'll be rewarded for doing it. They say we should do it without thought of reward you should just do it because you want to serve other people, you want to live for other people. No, no, no, wrong, wrong, wrong. Look, even Jesus did what he did. If you believe that Jesus is the Son of God and he made the ultimate sacrifice, he gave his life and took on the burden of all sin for all mankind, so that we can live in perfect unity with God. If you believe that you may say, "Well, that's the ultimate self-sacrifice. He gave up everything of himself to serve us." That's not what happened.

If he'd given up everything of himself, he made the ultimate sacrifice he would not have come back from the dead. If you believe this story of Jesus, you believe he came back, he rose from the dead and he's seated at the right hand of the Father and he will receive us into paradise when we die or when creation culminates in the kingdom. If that's what you believe then you don't believe he made the ultimate sacrifice. Because the ultimate sacrifice would have been had Jesus been obliterated completely from existence or had he been thrown into hell for all eternity if you believe that doctrine.

What happened instead was, he defeated death. He snatched back the keys of the kingdom and gave them back to mankind who had surrendered them to the enemy and he took back over the kingdom and left us in charge until he culminates his ultimate vision of what his kingdom will look like on earth. I know there's a lot packed into what I've just said.

Those who are not Christians are like, "What are you talking about? That's utter nonsense." Its okay, just disregard it, let's move on.

I just know that Jesus did what he did according to the Bible, he did it. He endured the cross. I'm quoting from the Bible now. He endured the cross for the joy that was set before him so he did it for a reason of personal gain. Deal with that, ask your pastor to explain that. It's okay to share your gift that you've been given with the world for a reward. In fact, that's how it supposed to work.

Now, if it works for all those great heroes of the Bible for Abraham, for David, for Isaac, for Nathaniel, for Samuel, who didn't turn out so well but he had opportunities, they all did. Solomon they all had opportunities they all screwed him up by the way. All the heroes of the Bible are deeply flawed people who did reprehensible things.



Read the stories, reprehensible things. David a man after God's own heart, adulterer, murderer, liar, a man after God's own heart. How is that possible?

Well, David understood grace but that's another discussion, we'll move on from that. To share your gift with the world for the purpose of reward, for the joy set before you, just like Jesus did. How does your mission play out? What does it look like? Does it look like you're an author and you travel around and speak about your book that you wrote, it's the bestseller? Does it look like you're an author and not many people know about your book but it's powerfully impactful to many people in the world and has a ripple effect like crazy?

Does your mission look like you're a painter and you inspire people with beautiful art or does it look like you teach people how to grow their businesses and how to profit more and so you help contribute to the prosperity and wealth in the world? It looks different for everybody and it looks very similar to lots of other people. You're not alone you're in a tribe of people who do the similar kind of thing that you do but you're also a person with an individual, one-of-a-kind mission in the world and only you can decide what it looks like.

I want to clarify something here right now. I believe that people are looking for the light streaming from the clouds and their mission and vision engraved for them on stone tablets without any doubt of what it supposed to look like. Then it comes straight from the lips of gods there's no doubting what it is. If that's the experience you're waiting for, I think you're going to be disappointed because it's not going to happen. I don't believe that's the way he set the game up.

I believe our Creator was much more loving than that. I think he's much more fun-loving in that and I think he decided to make it into a game for us to play. The game as we get to discover what we want our vision to be. The game is we get to dream, we get to have ideas, we get to have thoughts, we get to be attracted to things we love to do, things we love to see, people we love to be around, and that helps us form a vision of what our mission looks like. Mission and vision are not the same thing. Your vision is a way of realizing your mission. Your mission is what's the strategic objective you're supposed to accomplish in the world. What is the strategic objective you're supposed to accomplish in the world?

That's the overall thing you're supposed to accomplish. For me right now, I would say my strategic objective is to help abolish poverty, help get rid of poverty, end it for good. My vision of how that happens is through empowering entrepreneurs to create more prosperity and wealth. You see the difference, my objective is to end poverty. My vision of how that will happen is, I'm going to teach entrepreneurs and empower them to grow their prosperity and create more wealth and that will abolish poverty from the world, and that will abolish poverty from the world that's what I believe.

Once you have your mission defined and you have your vision mapped out, you've written it out and this is what I suggest you do. In fact, let's do it right now. Take that journal that you just wrote your meaning of life in. Since you've got that out of the



way now, meaning of life is out of the way. Let's get to the vision and mission of your life. Take a moment or two or five or 10 or 30 or the rest of the day, pause this recording, pause this podcast and write out what is your strategic objective. What is it you're supposed to do? What is it you've decided is your objective? What is it you've decided you want to accomplish before you leave this earth? Then what does that look like? That's your vision?

Your mission is your strategic objective. Your vision is what it looks like to you. What form does it take? Are you an author or speaker, a trainer or a coach or a consultant, a servant, a preacher, a spiritual adviser, a lover, a husband, a wife, a parent? It could take many, many forms, it could take many different forms in the same person. Go ahead and write out your objective and your vision. I'll wait. Don't mess around with me now. Don't pretend you're writing it down when you're not.

Okay, we're back. I'm assuming you are back, you actually did the exercise. Now that you know what your mission is and you have a vision of what it looks like, now you can start setting some goals. If your long-term goal, your long-term vision is to end poverty, that's your objective, and your vision of how to do that is to empower entrepreneurs, and you're going to do that through writing and speaking, and training courses online-- this is reflecting some of my own vision and mission for you. You insert yours to fit your situation, your talents, your giftings.

Now, you can write down your goals, like I'll start with one-year goals, maybe. What is my goal this year for in terms of the tribe? How big do I want my tribe to be, my audience? The people who are following what I say? It's okay to pick numbers and say, "Well, I want 10,000 followers on Facebook by the time this year's over." Numbers do matter. They counted the number of people who showed up for church in the Book of Acts. There's a reason they did that. It matters.

Once you picked out your goals, like you have a certain number of followers you want to gain, or a certain number of books you want to sell, a certain number of speeches you want to give, a certain number of customers you want to bring into your business, a certain amount of revenue you want to bring in every year, or this year. Once you have the goals picked out, then you've got to figure out, "Well, how do I make those goals happen? What do I have to do in order for that to happen?" Those are the tasks that you have to do to make it happen.

You're a reverse engineer, "I want to make \$100,000 this year." Let's make it easy, let's make it \$104,000 this year. That means that out of 52 weeks, you want to make \$2,000 per week. "What do I have to do this week to make \$2,000?" If my customers are \$500 each, I need to get four customers this week to make \$2,000. How do I get four customers this week? I need to talk to a certain number of people. Whatever the case is for you, however, works in your business. This is a task that you set up for yourselves so that you can accomplish your goals, which will help you realize your vision, which helps you accomplish your mission, your objective.



Mission, plus vision, plus discipline equals destiny. Mission and vision, plus discipline, equal destiny. Now, destiny is simply a shorter word for destination. Destiny is not something that's preset by somebody else. It's written in this mysterious book that you never get to see, "I've realized my destiny. My destiny is to pull a sword from a stone and be the king that has returned." Well, that sounds great in history books, but destiny is simply the destination, and what you do every day ultimately adds up to your destiny, because what you do every day is what gets you to wherever you're going to be at the end of life.

It's never too late to change your destiny, to change your destination. Even if you only had a week left to live, you can change your destiny. Even if you only have today left to live, you can change your destiny. In fact, I challenge you to think about it this way, "What if today is the last day you have? What if after today it's over?" You still have time to determine your destiny. Are you destined to be a person who loved openly and freely, recklessly with abandon? What does that look like today? Make it happen. Take the action that makes that true and you'll have realized your destiny today, in this instant. Isn't that wonderful?

Okay, so we've determined the meaning of life, phase one, the meaning of your business, also phase one. We've determined your mission and your vision, your goals and your tasks, that's phase two. We've understood that mission and vision plus discipline, the ability to do what you say you're going to do, when you say you're going to do it, equal destiny. We've determined that you can change your destiny today. In fact, I'll suggest you that today is the only day you can change your destiny because today's the only day you have.

Then, phase three of your business. Phase three of building a personal brand business successfully, in the right order. Phase three is your message. People either want to start here, with phase three or they want to start with phase four, which is the next one, which is marketing. Wrong place to start because you don't even know what your message is about if you have not stepped phases one and two. You don't know what your marketing is about or who you're marketing to if you don't know phase one, phase two, and phase three.

Phase three is message, how does this work? You start with who, in this case. Who is your message for? In other words, who's your perfect customer? Who's the person who needs you the most? Who's the person you can help the most? I want you to figure out who that person is and you know, you already know. Somebody's sprang to mind as soon as I said those words, you thought, "It's the person like this guy. A person like that girl." That girl, remember that TV show? "Oh, Donald." I digress.

Start with who your perfect customer is and then why they need you. Why do they need you in their life? What is it you bring that helps them and that's the next question, what. What do I do that helps this person? Why do they need me? Because they are out of control with their health. They're eating wrong, they're not



exercising, they're not staying flexible. They're going to kill themselves, they're going to dig themselves in early grave with their fork. That's why they need me.

What do they need from me? They need advice, motivation, cajoling, joking, prodding, pushing. They need me to coach them so that they can take better care of their health and be here longer, so they have a better chance of accomplishing their objective and making their vision come true because of the meaning of their life. See how this all ties together? Why they need you? What you're going to help them do and how you do it? How do you help them?

Well, I help them. I'm a personal coach who works with them one on one or I'm a group coach, I work with them in group coaching environments, books, and online training programs. However, it is you help people that's how you answer the how question. If you're a surgeon, if you're a brain surgeon it's pretty simple you-- it's simple you help people with brain surgery. This is so important. You might say, "Well, what's this got to do with my message?" Because this is what you have to communicate to people. You have to communicate with them who you're speaking to, you're saying, "This message is for you if you're this kind of person."

For me, I'm speaking to people who want to build a personal brand business. They may be entering a new phase of life and maybe they want to leave corporate America or the corporate world. I mean not just corporate America could be corporate Singapore, corporate Japan, corporate life. They want to leave the big corporation they want to strike out on their own. They want to build their own business based on their knowledge, their expertise, their wisdom in life, their experience.

They want to share that with people on a mass scale through the power of the internet through global distribution and they want to make a lot of money doing it. If you're that kind of person then you're who I'm talking to. Maybe you've tried some of this already and it hasn't worked for you as well as you thought it might and you're wondering what am I doing wrong? If that's you then you're the person I'm speaking to. You're the person I'm here to help.

Why you need me as you need clarity you need confidence you need to focus. I help you get those things by giving you a roadmap to walk from where you are to where you want to be on the road to prosperity. Prosperity not just financially but physically, mentally, emotionally relationally and spiritually. That's what I help you do. How I help you do it, is through live trainings, seminars and workshops and online training as well in group trainings. That's how I help you do it.

Knowing all that gives me a great deal of power. I don't mean powers in control of other people, that's not what I'm talking about. Power means literally the definition of power is the ability the potential to do work. Being clear on who I serve, why they need me, what I do for them and how I do it gives me clarity and that gives me the ability to do mass amounts of work. Gives me massive power.



Now, I'm ready for phase-- By the way, communicating that message is what this phase is all about. Being able to say to people, "Does this sound like you? Let me describe the person I'm here to help," and you describe them and you say, "If that sounds like you then I'm here to help you. Here's why you need me because if you don't get my help here's the terrible things that are going to happen to you. If you do get my help, here's what I can help you do. How I do it is the following way." That's your messaging right there.

You could just take what I just told you and actually write it out. Even if you had no formal training in sales copy, no formal training in doing product launches, no formal training in persuading or selling to people, you could use the formula I just gave you, start with who then answer why what and how and that clarity that you'll have will resonate in your message so powerfully that people will buy from you. Even though you maybe didn't do the greatest technical job of selling to them.

I have good friends in this business who frankly are terrible sales copywriters. Who frankly don't know how to do a product launch right, couldn't do it correctly if their life depended on it and yet they're still successful. Why? How is that possible? It's because they have clarity which gives them power and people sense that power. They're attracted to it. They're attracted to a person who's clear on what their mission is, on who they're here to help, why those people need them, what they need to do to help them and how they do it. When you're clear on that and passionate about it people are drawn to you, they're drawn to that message. That's how the messaging works.

Now, if you want to refine it and build a bigger business more successful and easier and faster then you learn about how to write sales copy. You learn about how to do product launches. You learn about how to use social media correctly. You learn all these things that help you get there faster and more efficiently and on a mass scale. Help more people and create more prosperity and more wealth for you and others. That's why you refine and learn all these different things.

Phase four is the marketing. People think that the marketing is the message, they think that's the sales copy, they think that's product launches, no it's not. Marketing is spreading the message that you already understand, you already articulated. That's what marketing is. Marketing is you write a book, and it's so clear, so focused, and so attractive to people, that they began sharing it with their friends without any kind of external gimmicky campaign to make them share it.

They're saying to one another, "Have you read this book by Steven Pressfield, called *The War of Art*? You've got to read it, it's fantastic." "Have you read this book by Jeff Goins called *Real Artists Don't Start*? You got to read, it's fantastic." They buy it for their friends in mass quantities. I think I bought 50 copies of *5 Days for your Best Year Ever*, by now, and giving it to other people. It's a book by my friend Michael Hyatt. It's about goal-setting in short form. That's the short way of explaining it.



I did that not because Michael is my friend, although I want to help him and he is my friend, and I would love to do whatever I can to help support him in his business. I did it because it's so dang good that people need to read it, and they need to act on it. I believe in it, so I feel it's a great gift I can give to people. That's marketing. That's making your message so attractive, that it spreads. You do it by making it clear, make it repeatable, making it sticky. Spreading the message, you got to make it clear, make it repeatable, and make it sticky.

When it comes to Michael's book, the title is *Your Best Year Ever*. A five-step plan for achieving your most important goals. Now that's clear. It's also repeatable. *Your Best Year Ever*.

Have you read this book, *Your Best Year Ever*? It's about how to have your best year ever. That's clarity. How does it do that, Ray? Well, it's just a five-step plan for helping you achieve your most important goals. That's repeatable.

People may or may not use the exact words, but when I tell people about this book, I tell them, "This is a book that'll help you set goals and achieve them, especially if you've never had success doing that before. It's called *Your Best Year Ever*?" I set my goals in a single day, he's got a program laid out in the book where you do it in five days, but I did it in one Saturday.

That message is clear, it's repeatable, and it's sticky, because it sits in people's minds, they're like, "Five days, your best year ever. I want my best year ever." By the way, he's trademarked *Best Year Ever*. Good for you, Michael. That's marketing. Spreading the message, and you do it by making it clear, repeatable, sticky? Then phase five of your personal brand business, is the money. Okay, let's be honest. I said earlier people want to start with the marketing, what they really want to start with is the money. How can I get paid for my ideas and my experience? That's where they really want to start. They want to start at the end.

Stephen Covey said, "Begin with the end in mind," not begin with the end in your pocket. That's not the way it works. It's like Earl Nightingale used to say, "It's foolish to sit in front of a fireplace, and say to the fireplace, 'First give me some heat, then I'll give you some wood.'" Now, you got to put the fuel in first, and stoke the flames. That's where you get the heat. After you do the work.

Money is phase five, it's the last phase of building a personal brand business. Once you've done all the previous things already, you've defined your meaning of life, and your business. You've defined your mission and your vision, you know your goals, your tasks. You have the discipline in place to get it done. You have your message clarified, you know who you serve, why they need you, what you do for them and how you do it. You have clarity about that that gives you power to create marketing materials that are clear, repeatable, and sticky, so you can do the marketing phase four, and then phase five is when the money happens.



How does that happens is, you provide value first. You wrote a book-- this is where we create free content online. People say, "Well, how do you make money giving stuff away for free? That's a gimmick. It's not going to stick around, it's not going to last, that's old school stuff, it doesn't work anymore." It still works just fine, thank you very much, to the tune of over \$1.5 million for us last year.

I don't say that to brag, because there's a lot of people who make much more money than I do, and I didn't get to keep all of it. Please don't understand me to be bragging, I'm not even humble bragging. In fact, I'll tell you right now, I'm working hard on the profit margin with that number. Because it was expensive to make \$1.5 million, and I believe it can be done less expensively, but that's neither here nor there.

My point is this, you give value first. Do that with free content like this podcast. This podcast is value first. I'm giving you some of my best ideas for free. It's been downloaded over a million times now. Free. Value first. I give you stuff that helps you. How about this, you want to prove to people you can help him? Well, help them first. That's what we do everyday here at my company. We help people with free articles, free webinar trainings, free podcasts for YouTube videos. I help, help, help. I give value as much as I possibly can for free.

I give value first and then I can communicate the next value I can offer, because if I help you solve one problem for free, if I help you solve the problem of understanding what a five-phase personal brand of business building process looks like, now your next problem is, "Well, how do I make myself actually do all that?" Well, I have an opportunity for you to do that, in an upcoming live event we're doing.

I'll tell you more about that in a bit but that's where you communicate the value that you offer next and then once you've communicated that usually in a form of a sales letter or a sales video then we have a value exchange. This is where you give me money and I give you my training material or I give you my coaching or my consulting. That's how it works.

Phase five is about money. Start with value first, then communication of value next, then value exchange. The five phases of a personal platform business are as follows: Phase one, meaning. What is the purpose of life and what is the purpose of your business? Phase two, mission. What is your objective and what is your vision? What does it look like for you to achieve your objective? What are your goals, your tasks? What is the daily discipline that will help you achieve your destiny in this area that you decided on? It was not handed to you on stone tablets, it was given to you as a gift through your brain, through your thinking process, through the things you love to do.

Phase three is your message. You start with who you serve, why they need you, what you do for them and how you do it. That clarity gives you power which allows you to do phase four, marketing which is spreading your message which you've



already articulated in phase three. Marketing has to be clear, repeatable and sticky to work. Sticky means people share it and it sticks in their mind. They can't forget it.

Phase five is about the money. This is where you collect the money because you give value first through free content marketing. We call it value first content marketing at our company and then you communicate the value next. The value they next need from you, because you help them to solve problems with the free content you give them but every problem solved creates a new problem or reveals the next problem is a better way to say it. It doesn't create a problem, it just reveals the next problem.

The next challenge is, now that we got a lot of customers, how do we serve them better? Well, we have a training that helps you do that. That's the value next and here's the value exchange. It costs this much to do the training, you give us the money we give you the training then you're serving your customers better.

Those are the five phases. meaning, mission, message, marketing and money. And that is it for this episode. I am done and it's on the books. Till Next time. Long life and prosperity to you, my friend.

[00:52:44] [END OF AUDIO]