



Ray Edwards Show, Episode 330

Why Selling Your Product Is More Virtuous Than Giving It Away For Free

Ray: You're either saying that, if I create value, I have a right to expect value in return for it if you want it. Or you're saying, you have the right to take whatever you want as long as you're stronger than I am.

Do you ever feel like you get a message from the outside world that-

Sean: Through your emotions.

Ray: - through your emotions that you'd be a better person if you just gave your stuff away for free? Like if you charge for your whatever you sell, that's less virtuous than just giving it away for free. Especially if you're doing well, there's a feeling, I think, that is pushed upon us by others, that, especially for doing well, we should only do so well. If we make more than a certain percentage of profit, we're somehow taking advantage of people.

There's a word called usury which is used inappropriately. But it's like if a corporation is making a 25% profit, eyebrows start to go up, because you're making too much. You shouldn't make that much. You should be giving back to the community as if you took something from the community.

In this episode, we're going to give you at least eight reasons why charging for your work and charging a lot for your work. I'm saying not just charging for it, I'm saying charging as much as you can possibly get, making as much profit as you possibly can, is more virtuous and doing it for free. Listen to me, more virtuous than doing it for free.

Sean: [laughs] I would also like to point out that this episode has some sort of mystical significance because it is the same episode number as our mailing address.

Ray: It is the same episode number as our mailing address, you're right. Spooky, that makes me feel there is something significant is going to happen.

Sean: Yes, my form of cognition, known as my emotions, are telling me something's going to happen.

Ray: My spidey sense. John 10:14-27 say, 'I am the good shepherd. I know my sheep and my sheep know me. My sheep listen to my voice, I know them and they follow me.'

Sean: Wake up sheeple.

Ray: I used to be troubled when I heard Christians say things like, God told me to do this. Why I'm still am troubled much of the time when I hear them say that. I was

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troubled on a deeper level because I thought, I wasn't hearing that. So why not? Then I began to read the bible, something that a lot of Christians should do. It's recommended, you should read it and understand it. Not read it through the lens of your favourite pastor or denomination, but read it through different lenses, historical lenses, sociological lenses.

Sean: Objective lenses.

Ray: If you can find them. Anyway, I just wondered, what's different about those people and me? I went on a journey and I won't go into that-- you've heard me talk about it before, if you've been around the show very long. I've been on a bit of a journey when it comes to hearing from God and seeing what God can do in the world today. It just makes sense to me, if the stories in the bible are true, they should still be happening. Because nowhere in the bible does it say, this will stop on this date. Despite how people try to twist it around and make it say that it doesn't say it. If you go looking for it, you'll not find it.

I read this thing that Jesus had said that his sheep hear his voice, but I did not understand how that could even happen. Without going into tons of detail because it's not going to spin off into a whole spiritual foundations episode, I'll just say that God does speak, we can hear Him. I've better learned how to hear God's voice than I'd have in the past. I can't ever definitively say, yes, I absolutely heard the voice of God, because if I heard it that definitively, if I heard of it like out loud saying, "This is God. I'm telling you to do this", I would become worried.

Sean: [laughs]

Ray: I wouldn't totally discount it, but I would be double checking my source.

Sean: Now, see, this is interesting. I've often thought why we hear these stories and even hear testimonies from people who say they hear the voice of God, and then like these crazy miracles or something occur because they follow through on what they heard, and I'm like well, that's great, but I have never heard the audible voice of God, and that seems really hard for me to believe, that that would occur because I've never heard it or I've never seen an open vision of God in front of me.

Ray: Explain what an open vision is.

Sean: It's when you see like God or an angel or something that's-

Ray: That's physically real.

Sean: Yes, it looks as physically real as anything else you're seeing. It's not like I saw it in my mind's eye, or I perceived it with my spirit.

Ray: Its either God or full out schizophrenia?



Sean: Right. Yes, it's either God or just a straight up hallucination. I thought why doesn't God ever do that with me? Well, in the back of my mind before I went on my philosophic journey to know how to know truth and stuff like that, there was always this question of, well, if he did show up in that way, would you even believe that it was real? Or would you guess your own sanity or your own perception of reality?

Ray: I have an interesting corollary to that.

Sean: Well, so let me continue on that.

Ray: Please do.

Sean: I've just had this sneaking suspicion, this is not a belief, this is just possible conjecture. Because now as I'm growing uncertainty of my knowledge, that I can grow is like, no I do know this and I know that this is true and not just that-- I'm not just a brain in a vat being tricked by a scientist, I can count that this is true.

Ray: [laughs] Don't say stuff like that when I've got a mouthful of hot coffee.

Sean: [laughs] Well, it is true. Piece of me wonders like, God, don't want to throw pearls before swine. Is He going to give you one of those life-changing encounters if your means of cognition is just going to be discounted as a hallucination?

Ray: That's a great question and here's why it resonates with me so much. Before I was diagnosed with Parkinson's disease, I had numerous, what I would call, encounters with God. Not where I audibly heard his voice, but where I, in my mind's eye, and through my mind's ear, I had a strong impression I was hearing or seeing things that were being sent to me by God. I had lots of external confirmation. Circumstances can converge to make it seem like, well, that was really true. You really had that knowledge beforehand that you couldn't have had any other way.

But I also had episodes where I would be struck with what people in the charismatic movement call holy laughter. Like overwhelming joy, you can't contain it, you just-- then sometimes I would weep just uncontrollably for no apparent reason. I thought this was all evidence of the divine, until I was diagnosed, and I saw a poster on the wall at the neurologist's office that said all these things can be caused by Parkinson's disease. The impression that somebody else in the room, the impression that you're getting a thought projected into your mind by someone else, seeing things like almost like visions, crying uncontrollably or laughing uncontrollably, all the stuff I've been experiencing, and I was like holy crap. What I thought was God, is actually a disease.

Sean: [laughs]

Ray: My atheist friends right now are there going, "Yes, finally he gets it." No. I hate to burst your bubble. No, I don't, I'm going to burst your bubble. This sent me into a tailspin faith-wise.



Sean: Well, it should, honestly.

Ray: It should. I talk to God, I said, "God, you might just be a hallucination." I felt the strong impression that he said to me, "I'm not going to give you that stuff anymore because I don't want to worry about that." It all stopped.

Sean: Whoa.

Ray: I was convinced of the ultimate reality of God when he stopped talking to me.

Sean: That's crazy. [laughs]

Ray: He's only just begun recently to let me encounter him in that way again. It's been very-

Sean: We've been going on a philosophic journey.

Ray: It's been very slow and I've been learning how to divine truth from not truth.

Sean: Illusion. [laughs]

Ray: What is truth?

Sean: How to parse truth from delusion.

Ray: That was Pilate's predicament. He chose poorly.

Sean: Yes, he was in a tough spot.

Ray: I don't think I've ever seen him treated fairly in a movie or book.

Sean: No. Well, I feel like the *Passion of the Christ* did a decent job with him.

Ray: That's true.

Sean: They made him look like a just a good person stuck in a hard situation.

Ray: It's true. Here's one more side, then we'll get back to the show. I'm always amused by how many evangelicals are huge fans of the *Passion of the Christ*, which is the catholic retelling of the gospel. Just saying. From a very Catholic point of view, very Catholic.

Sean: [laughs] Did we cover what you wanted to cover on spiritual foundations?

Ray: Yes. God does speak and we as his children can hear His voice. I get his guidance in my daily life and my business, and it includes the day to day stuff. Just little things, like sometimes I get the impression I should go a different way on my route to work, and that could be God or it could be just my intuition or just a feeling



that I have that means nothing. But it doesn't hurt me to go with it. Now, if I had the feeling that I should drive off the cliff, I'm not going to follow that feeling.

Sean: No, you should probably try to corroborate that.

Ray: Yes. And I do. When I have those feelings, I always try to find evidence just to find out well, was I right. But my point is we can hear from God, I believe that completely. We all have stories of having been prompted. We feel this prompting that says you should call your dad. You call and something was happening at that moment where it was like the exact moment you should've called. Or something like that, we've all had those things happen. I want to encourage you to those things are real and I'll give you a couple of resources that may help you along the way.

One is a book by our friend, Andy Mason, called *God with you at Work*. Which is more about how you can hear from God in the context of your job or your work. There's another book I would highly recommend by my friend, Frank Viola, and his friend, Linda Sweet, who is a theologian. He's got the paper work to prove it.

Sean: Oh, good.

Ray: The book is called *Jesus Speaks. Learning to recognize and to respond to the Lord's voice*. It's a very, very logical and evidence-based approach to how to know if God is speaking to you or not.

Sean: Wow. Okay. Cool.

Ray: Now my atheist friends are going, "There's no such thing."

Sean: Yes.

Ray: Well, check your premises.

Sean: Check your premises.

Ray: Links to the books and show notes, check them out there. That way I'll get my 10% commission.

Sean: [laughs] That's how we make all our money. I want to tell people that.

Ray: It's because we're an evil corporation. Evil Corp. Inc. Tip of the week. There's a Christmas gift I got that I've just opened.

Sean: Oh. Yes, I see it on your key-chain.

Ray: Tile. This thing is freaking awesome.

Sean: How long it will take you- [laughs]



Ray: Well, it is now March 27 as we record this. [unintelligible 00:11:13] since December 25.

Sean: How many times have you lost your keys and wallet since then?

Ray: Half a dozen, or more. Every time you say don't you have a Christmas gift that fixes that? Well, now I'm using it.

Sean: Then I would have mom coming to me and saying, "Why hasn't your father used his gift?"

Ray: Oh, I'm using it now. I'm ordering more tiles.

Sean: [laughs]

Ray: Here's how it works. You take your little tiles. As you might imagine, they are square little pieces of plastics. They have different sizes. They have style tiles now. They are super stylish looking. One of our friends, Reverend 77, Doris, had one on her key-chain.

Sean: Oh, really?

Ray: Kigens.

Sean: Oh yes. Lauren.

Ray: Lauren, yes. She's awesome by the way.

Sean: Yes.

Ray: Anyway, you put sort of tile-- you hook it to your key-chain and you have an app on your phone. If you lose your keys, you just click on that tile that you name it, like my keys. You click on the tile and it shows you on a map where your key-chain is. Now, if your key-chain is nearby, you can it play a little song.

Sean: Okay. I was going to say; does it make a noise?

Ray: It plays a little song. You can actually change the song now. I'm going to change all mine [unintelligible 00:12:17]

Sean: I was going to say, but-

Ray: Or maybe [unintelligible 00:12:21]

Sean: Something. Yes.

Ray: Tatatalalatata. You can hear the sound to tell you where your keys are or your wallet. I have one of my wallet now. You can also put one in your car. Think about it,



now we have our actual tracking little tracking device we can put in our car. We don't need to be-

Sean: A super spy

Ray: - [unintelligible 00:12:37] or something like that. To be a super spy, you just stick a little tile on your glove box.

Sean: Speaking of super spies.

Ray: Yes?

Sean: *Atomic Blonde*.

Ray: I haven't seen it. Is it good?

Sean: There is some racy scenes.

Ray: Oh good.

Sean: But it's good.

Ray: Charlize Theron, right?

Sean: But it's good. She's the female James Bond to the letter. It's awesome.

Ray: I have her on the DVR, I haven't watched it yet. Cool. Tile, I highly recommend it. There's a link in the show notes. You can go to the Amazons store and have all the tiles you can possibly want. Just get it started and try it out. You'll like it. By the way, if your keys are in the house, you know they're in the house, you're not looking for them on the map, you hear that little sound. Or if you've lost your phone, you might say, if I lost my phone, then what do I do? Maybe I don't have to find my iPhone and turn it on or whatever. Well, you press on the tile, it makes your phone play that little song.

Sean: That's cool.

Ray: It's very cool. Tile. Get tile. Our topic today is, why charging your for work is more virtuous than doing it for free. I've got at least eight reasons lined up to go. I would like to just have a free phone discussion about this after I read you a little bit from my book, my forthcoming book, *Permission to Prosper*.

This chapter is titled the same way that this podcast episode is entitled. We start with the story about Michael Hyatt. He's one of the world's most read bloggers. He has over one million readers a month. You think that by being his friend, I would have a million readers a month. But I don't.



Sean: You don't.

Ray: But I'm getting closer and closer, 100,000. Let's change it to 10X by readership.

Sean: That's it.

Ray: Anyway, Mike is a *New York Times*' best-selling author. He used to be the CEO of Thomas Nelson Publishers, the largest independent publishers in the world. He used to be [unintelligible 00:14:18] by some bigger corporation.

Sean: I didn't know that.

Ray: Then they were bought by somebody, I can't remember who now. Anyway, they're still doing well. Every sign you can see from outside, Michael is super successful. He's very comfortable with his prosperity. He's one of the least pretentious people you'll ever meet. If you just met him on the street, you wouldn't think this guy is a gazillionaire, but he is.

He tells this story on his blog, and I have his clearance to share the story. For the first five years of his career as a blogger, he gave away all his content for free. Eventually, he developed two eBooks that they are about publishing how to develop a book proposal and so forth.

He began selling them from his website and something interesting happened. Even though he kept giving away his blog content for free, he wasn't comfortable selling the eBooks. For some reason, he said he felt like he was selling out. Let's don't get into this too deep, but isn't that an interesting phrase, selling out?

Sean: Yes.

Ray: Selling out of what? To whom? For what reason? By whose criteria?

Sean: Right. There are a lot of assumed principles in there.

Ray: He said intellectually he knew he wasn't selling out, but nevertheless he still felt uncomfortable. I think something in his knowledge, there was a gap somewhere.

Sean: Yes, there was an error,

Ray: Not only did it refuse to go away, it got even worse. He started getting e-mails, or blog comments from people who were surprised and disappointed over the fact that he was making money from his platform.

Sean: Oh my God, how dare he?

Ray: They questioned his integrity and challenged his sincerity.

Sean: Well, they had good reason to do so.

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Ray: Because here they were reading this blog about how to make money as an author, and he was trying to make money. I guess there is a disconnect there.

Sean: He was trying to ask for value for the value he was giving them. He was trying to ask for value in return for what he was giving them. How dare he?

Ray: This really hit him hard because he'd already been having these feelings. But there was a benefit to the criticism, he was forced to figure out why it was bugging him. Now Michael thinks it's essential, it's not just okay, it's essential that he charge for his work. I agree with him and here are my five reasons why. I'm sure we'll have more before we're done, because that's how this show operates.

Sean: [laughs]

Ray: Number one, my number one reason that it's more virtuous to charge for your work than to give it away for free. I'm not going to say it's okay, I'm saying it's a virtue. Number one, man's primary purpose beyond survival is to produce value. He does so by remaking the environment in his own image, I'm waiting for the outrage to die down.

Sean: [laughs]

Ray: For those of you who are upset because I just put man in the position of God, making him creation in his own image-

Sean: [laughs] Yes, that's kind of the point.

Ray: It is the point.

[laughter]

Ray: The book that you say you believe says that we are made in the image of God.

Sean: We are made like Him. We have the same characteristics and nature as God.

Ray: He made us in His own image and He told us to go and dominate the creation.

Sean: Literally, take dominion over dominate.

Ray: What that means is we were to remake it in our own image in the way we want to see it.

Sean: The language that is used and is implied is that, in the Garden of Eden story, and is that in the garden, it was cultivated and it's like God made a little place for them that was cultivated and nice and groomed and safe, I was safe enough, safe and all these things, but then everything else outside of the garden was wild.

Ray: Whether you believe the creation story in Genesis is literal or allegorical, it doesn't matter. The message is the same. It's still true.

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Sean: The message is still the same, everything was wild. When God said, take dominion, expand the garden, He was inviting people to take the wild raw resources of the planet. He was inviting people to take those resources and reshape them into something refined and beautiful.

Ray: Excellent. My second reason why is more virtuous to charge than to give away your work for free, number two, the sharing of value created without an exchange of value-- I'm going to say it again. The sharing of value created without an exchange of value is immoral. I didn't say it's Amoral, it's okay whether you do it or not.

Sean: Just for those who don't know the difference, the difference between Amoral and immoral. Amoral means it doesn't have a moral overtone, it's neither good nor bad, it's just is.

Ray: Guns don't kill people, they're Amoral, people kill people.

Sean: Then immoral is, it is wrong, it is morally wrong.

Speaker1: It is wrong to expect value to be created and given to you without an exchange of value in return.

Sean: Absolutely. What it means is when you believe that-- another way to speak this is when you feel entitled to something. You feel like they owe me, whether physically, whatever, relationally. It's like you know you owe me for this, I shouldn't have to give you anything.

Ray: We all will agree with that until it comes to our little stipend that we get, then we start running up against our own philosophy. We have to ask ourselves, do I really believe that. I got into an argument not long ago with somebody that I care a lot about who had told me that they get their health care for free, and I said, just casually because I felt we had a relationship where I could talk like this. I said, "Well, you don't get it for free." "Well, yes I do." "Well, no. Nothing's free." "It's free to me." "Well, who pays for it?" I asked innocently.

Okay. Perhaps I wasn't totally innocent. I knew what was going to happen. "I don't give a damn who pays for it," this person said. "I earned it." I said, "Well, I don't argue with that" because this person was a veteran. He's a veteran. I respect that totally. My point was not that he didn't deserve it. The point was it's not free.

Sean: Yes. The point – especially because on the context of a veteran and the armed services, they— you did pay a service. You did pay a fee and you do deserve to be taken care of medically by-

Ray: Absolutely. Get outside that circle of those people.

Sean: Of soldiers.



Ray: Those people who served us in that way, who risk life. There are many people who feel like, for one reason or another, they deserve to get free stuff. It's never free.

Sean: Going back to your first point and just to rephrase it a little bit, is all human values, everything that either sustains or advance our life. Now listen to this, everything, both material and spiritual, all human values must be created.

Ray: Yes. I agree with that.

Sean: None of them exist automatically or just to reach out and pick.

Ray: Because they are human values.

Sean: Because they are human values and we must create them. So all of our food must be created unless we just happen upon like an apple tree. If we need food consistently, we must create the means to do that. If we need consistent shelter, we must create and learn the means to do that. What that means is that all human values must be produced. If we talk about society, we are talking about business and health care and stuff like that. We are talking about services. Especially if it's the word service can be applied to anything, it is being created by someone somewhere. If you feel like it is your right to have that for free, if you say I have a right to have access to this service for free, you are saying I have a right to exploit my fellow human beings.

Ray: Now, some people are getting really upset right now saying what about people who can't pay for health care? We are not going to dive in to this tension too much. I just want to say this, we are not against charity. We are not against taking care of people who are in need. We are against forcing people to do so.

Sean: We are against elevating immorally people's needs over others people's rights.

Ray: Many people would say that that's exactly how it should be, that your need does take triumph over rights.

Sean: That would lead to a society of death. Just look at soviet Russia. You want to look at the biggest mass killer in all of human history and it's all truism.

Ray: So, if you are okay with jerk boots and matching in lock step, that might be your route to go.

Sean: Yes. I went there.

Ray: So reason number three that I believe is more virtuous to charge for your work than to give it away for free. We hold value for a thing in direct correlation to our investment in it. If we pay for it, we value it. The more we pay for it, the more we value it. Because why? Think about it. If you pay-- I can buy a Timex for \$10, but I can buy a Rolex for \$10,000. Why would I pay the difference? Because I value the



Rolex more. Does it keep better time? Probably, but there is more to it than that. It's all a matter of my estimation of its value in my decision that I'd rather pay \$10,000 to have the Rolex than to pay \$10 to have the Timex because I value it in proportion to how much I pay for it.

Sean: Right. The reason to which you value it, it always has a context as well. You might contextually value the Rolex whereas someone else's context wouldn't.

Ray: That might be the person who says it keeps time well enough for me. It's not worth \$9,990 for me to have the Rolex name on the watch.

Sean: Exactly. That is a personal individual decision because it depends on your finances, your situation, how much money you have and how much money you are willing to spend on this sort of things. It's gets to a problem when you start prescribing what other people can do with their money.

Ray: To make it even more difficult to pass, there is a couple of reasons why having the Rolex name on the watch might be important to you. It might be important to you because you appreciate the fine engineering and craftsmanship and the tradition of the Rolex brand, and you just want to have a piece of that because you love what it represents in the human spirit.

Sean: Right. Exactly.

Ray: I think that's a moral reason.

Sean: There is nothing wrong with that.

Ray: But it might be because you want to impress other people with your value and say I'm really important because I can wear this \$10,000 value watch.

Sean: That's not a great reason

Ray: That's a sign that you are unhealthy.

Sean: Yes, that's not okay.

Ray: Making you uncomfortable a bit, maybe, as you look at your Tesla? I want one of those.

Sean: Whenever we say I want something, I think the next question should be why, just to help us-

Ray: Can I give you my real reason?

Sean: Yes.

Ray: Because I think they're freaking cool.



Sean: Yes, absolutely. This is what I mean, is because, and if you're honest with yourself, it keeps you from making that mistake of if you might be justifying like I want the Tesla because it's good for the environment, it's good for this, it's good for that, it's whatever, but really deep down might be to impress your friends. If you're going to want a Tesla, be honest with yourself and go why, and if it's because I want to impress my friends, then that isn't a reason to feel bad or beat yourself up. It's a reason to go okay, something is wrong in how I am thinking and thinking about myself and thinking about life.

Ray: Let me float this by. I want to ask this question then because this raises something I've been thinking about. I'm driving a 2006 Honda Element that we bought in 2006. I've loved that little car and I've had no need to replace it. I've been thinking about getting a Tesla because I think they're freaking cool, because Pat Flynn has one, and it's just freaking cool.

Sean: You don't want to impress friends? [laughs]

Ray: Well, here's the thing, I'm not really interested-- I can really answer this honestly. I'm not interested in impressing my friends. Everybody knows what I drive. They do now. That's not the point, but the point is that there may be certain clients that might not take me seriously if I drive up to the Curbin Honda.

Sean: That's true.

Ray: It's not about giving a false impression, it's about making a statement about who I am, what I'm capable of doing.

Sean: Well, in one way you could say driving a Honda Element is a false statement because it doesn't completely reflect-

Ray: The level of success that I've achieved.

Sean: Achieved, and the way that you're living so that when someone looks at the Element they might think this is this kind of person or they have this kind of finance and they live this kind of life. That's not necessarily accurate. Now, you've been driving it because you guys have been paying off debt. Maybe it is, it's like no we've been doing this because we're paying off debt. But you've gotten through pretty much all of that. I don't think-- Anyway, I don't know. I'm just saying, I get it.

Ray: If it causes you to really analyze your own motives.

Sean: It does because-- well, and then even in my own life, I've run into situations where I've realized that I was-- One of the problems I've had in my life and I'm realizing now is when I have clustered two or more concepts together into one that should be multiple.

Ray: Explain.



Sean: In this context of wanting to impress your friends, I would lump pretty much all of other people's perspectives on an issue or something into that category that I would call an insecurity of wanting to have the respect and appreciation of your peer group for whatever these reasons. I would just throw that all into there. As I've realized, that threw me into conflict because there is a place, an appropriate place for praise and wanting the praise of your peers when you don't have an insecurity.

If you're completely secure in your identity and who you are and what you're capable of, then there is a childlike joy in having someone else who has similar competency and intelligence acknowledge what you're doing-

Ray: It's that same feeling you have when you want to say to your friends, "Hey, come here. Look what I did."

Sean: Right. It's not, "Hey, like me because I did this." It's, "This is cool and I want someone who appreciates it to appreciate it with me."

Now, that is a completely valid thing. If it's tied to an insecurity of how you get your value, then it's dirty and it's hurtful, and not hurtful to the people, but it hurts you. That's what I mean is I had learned two concepts together of getting the praise of other people and threw it all out. Whereas really there was at least two concepts in there. One of them needs to be rejected as no. What other people think of me do not determine my value as a human being.

The other side needs to be preserved. Well, other people that I respect and have the same values structures as me, I do enjoy their respect and praise. It's not because I'm insecure, it's because there's a just a joy of being with like-minded people and appreciating the same things.

Ray: This is a very complex issue.

Sean: It is.

Ray: How does that relate to the concept of-- I'm just reading a story. What brought this all to mind me recently was I was reading a story about a guy who was in the real estate business, I won't say his name, but he's actually a very famous real estate broker and teacher. He teaches other brokers how to make money. He had been driving an old car.

He totally had the money to buy a new car, and he actually bought a brand new car with the express purpose of impressing a new set of clients. His income was quadrupled, almost immediately.

One of his new clients said, "I couldn't take you seriously when you were driving that other car." In that case, you could be obstinate and say, "Well, you need to have more intelligence to be able to decide whether I'm good at my job, not based on what I drive." But that is a social signal that tells people what your socio-economic level may be. We all understand leases and borrowing, so it may not be true, but it's



at least a clue. It's a hint that where you may be in the socio-economic standing, and if you're in the business in any way of helping people make more money, make investments, make financial decisions, I need to know you know what you're talking about. I need to have some evidence.

Sean: Then going back to philosophy and being a whole person, really what I've been discovering in life, is that the goal of the human mind as it learns is to completely integrate everything that we know into a non-contradictory whole, and then to unify your body. This whole mind-body dichotomy thing works. My emotions are a battle against my reasoning faculties. It's just a load of bull crap. It's just people not understanding how they work, because we don't study philosophy anymore.

But, that being aside, when we look at someone who's supposed to be this leader in an industry of knowledge and success, is supposed to be excellent at something. But, then we see them driving a 20 year old car, and they dress slouch Lee, and they got messy hair, that immediately, even on a subconscious level, tells us, "Hey, there's a contradiction here. There's something these two things are not going together. Because implicitly, I know that this person should be Integris, meaning unified in what they're doing.

If they're excellent in one area, they should be excellent in most areas. And if they're not, that tells everyone-- that's not enough about that person. Usually, it's because there's a massive contradiction in how they're behaving. Its like, "Well, this does not add up with that." If you are a truly happy successful person, and you're confident in what you're doing and successful, then you will naturally every aspect of your life down to how you look and what you drive, will naturally express that. Not because you're trying to impress your neighbors, but because you don't feel right climbing into a dirty grimy car. Because it's not in your nature to be in a dirty grimy car.

Ray: Yes. Thank you. That was actually very helpful to me. Something that's been on my mind recently is a quote from Zig Ziegler, who was my original success coach. He was the first guy whose material in this area of self-improvement, and what is called the human potential movement, whose stuff I read and really internalized. And one of the quotes I internalized from him, I just looked it up make sure I got it right, is you cannot climb the ladder of success dressed in the costume of failure.

For those of you who say-- what made me think of that is I've been upgrading my wardrobe lately. Because, I hired a consultant to work with me on our new direction in our company where we're taking things, and one of the things he said was, "You need to dress more like you are, instead of dressing like you have been." I've been upgrading my wardrobe, but I've been thinking about why am I doing this? And that statement really sums it up. Because, you cannot climb the ladder of success dressed in the costume of failure.

Sean: Right. Like I said, this doesn't feel congruent. It feels like a contradiction. It feels I'm excellent, and I'm in control, and I'm on top of things in this area of my life,



but I'm not in this area of my life. Well, that's because there's a contradiction somewhere going on. You're living a contradiction.

Ray: Yes. There's a saying, I think it's the title of a book. *How you do anything is how you do everything.*

Sean: Then there's another quote that totally messed with me when it shouldn't have. 'Contradictions do not exist.' When I first heard that, I was like, "That's ridiculous. That's not true." But just look around you, outside of your concept formation-

Ray: You might say, "Well, they exist in my mind." Well, that's not existence.

Sean: That's just a thought, that's in there, that's in mind. I'm talking about outside of your mind, in the world of reality, not in the world of imagination, which can totally be contradictory, because you can totally imagine things that don't exist.

But out in the world where things actually occur, there are no contradictions.

Ray: Things are what they are.

Sean: If you do arrive at a contradiction in your mind and your thoughts, then it means that you've made a mistake somewhere.

Ray: Yes.

Sean: Contradictions do not exist, despite what our culture likes to tell you.

Ray: A thing is what it is.

Sean: A thing is what it is and it is not what it is not

Ray: I am that I am.

Sean: Name of God. Beginning of all knowledge.

Ray: House of ale.

Sean: A equals A

Ray: Reason number four. It is more virtuous to charge for your work than to give it away for free. If we don't charge, we are restricting the flow of the life blood of the economy, which directly affects us. The life blood of the economy is the circulation of value.

Sean: Let's just imagine. Let's just all take off our preconceived ideas and imaginations of how the world would work on a totally impractical Utopian ideas. Let's just actually pretend that we stopped paying for things. Okay. So get up in the



morning. Let's just go through your day. Today is the start of the day where we don't pay for anything.

Ray: Wait. Where did you get that?

Sean: No. I'm just saying. Today is the day that we start. Finally, all the progressives got in to the government and wiped out money.

Ray: First question, what do you do with the day?

Sean: You get up. There is no money. No money is not going to happen. You up, you get in your car. Oh, I need to get some gas before I go to work. Wait. I don't need to go to work. I don't need money.

Ray: I don't need to go to work. The guy at the gas station is probably not at work either.

Sean: Look. There is no work. Why would he be here? He's not here. Oh, look, I can't get any gas out of the—

Ray: Because nobody turned it on.

Sean: Where is everybody? Hey, why can't I get in to the grocery store and get any food?

Ray: Why are those people just streaming out of the grocery store with all the food?

Sean: Why are all those people now homeless?

Ray: Why aren't the police doing something about this?

Sean: [laughs] If you didn't get a paycheck, would you go to work?

Ray: Some of you are saying, "Yes I would. I love what I do."

Sean: I love it. That's true. You should. I'm glad. But there are millions of jobs out there that people are doing but they do not love. They do them because it gives them a paycheck that allows them to live a life they do love.

Ray: They made a whole TV show about this called *Dirty Jobs*.

Sean: Seriously, let's just stop playing our imaginary games about what we want the world to look like and what our favorite political party or position is. Let's actually just put yourself in the practical position of okay, let's get rid of money.

Ray: How about you stop letting your political party and your favorite radio talk show idiot tell you how to think. Including us.



Sean: Money—if this is going to be in your premier book its part of a blog series I wrote. In truncated series, money is your labor. What you spend your time doing, producing translated or converted in to a trade medium. Meaning it is a commodity. It is something that we as a society have agreed, this can represent my life and my blood. If I'm growing apples or I'm a barber or I own a coffee shop or whatever, I spend my time and I exert my life to make this thing become a reality. Then I'm going to trade that thing in to a trade medium, money. That allows me then to trade with everyone else in society with whatever they produce or spend their time on. Money is amazing. What you said is true. It's the life blood. It is, in many ways, it is the hours and days and years people spend producing something crossing through the veins of this country.

Ray: Yes. For those of you who are saying— I've heard this from preachers all my life. Jesus talked more about money than He talked about anything. They say it in a tone that says-

Sean: Money is evil.

Ray: Because He is warning you how sinful it is. I think if you read the text carefully without preconceptions, you'll see the reason He talked about money so much is He understood that it represented your value for yourself.

Sean: When you look at what He says about money, nine times out of ten it is use it wisely because you will not be trusted with higher things if you can't be trusted with-

Ray: Which, the implies that it is a desirable and morally good thing to desire being trusted with more.

Sean: Right. He used a parable where He gave three servants money. Now, if it was evil and wrong, why would He use a parable where He gave people something evil?

Ray: That was just representing the spiritual.

Sean: He was just using an image to teach a lesson. Well, the image can't not mean what you are trying to teach. You can't use an image that doesn't actually teach the thing you are trying to teach.

Ray: Hot diggity dog, you are getting blasphemous now.

Sean: If you think money is evil, but then you have Jesus giving money to disciples to teach them a lesson or the servants, it's a contradiction. You can't do that.

Ray: There are no contradictions.

Sean: There are no contradictions. Contradictions do not exist. They only exist in your mind, and they are only a result of a cognition error.



Ray: Things in your mind do not exist. There's a saying among the followers of the secret, which is part of something called the New Thought Law, but look it up sometime.

Sean: I would like to say that your thoughts do exist, they're just not material.

Ray: Well, this is what they say, thoughts are things. That's one of their primary beliefs, thoughts are things. What I would say to them is well, show me one.

Sean: Well, I still think that they are a thing that exists in reality but they are not a material thing and they're not like that.

Ray: They mean they are a material thing.

Sean: And they mean it like they're like little arrows or bullets or things that you can shoot out into the universe and change reality, that's not what we mean.

Ray: Reason number five, it's more virtuous to charge than to give stuff away for free, it's the greatest commandment. Love your neighbor as yourself.

Sean: [laughs]

Ray: Because it presumes that you love yourself. Self-love is not demonstrated by declaring one's goods and services worthless, you can tweet me on that.

Sean: Yes, that's good.

Ray: Reason number six, you are implicitly teaching a world view to people when you charge or don't charge for your goods and services. Whether you intend to or not, you're saying-- you're making a statement about what you believe about the world, about reality, about people. You're either saying, now hear me, you're either saying that if I create value, I have a right to expect a value in return for it, if you want it. Or you're saying, you have a right to take whatever you want as long as you're stronger than I am. Which world view do you represent?

Reason number seven, it's more virtuous to charge than to give it away for free. The impact you can have on the world.

Sean: Okay, the same way.

Ray: If you charge for your goods and services, you can do more good for the public, not in the way you think. Probably right now you're thinking oh, I get what Ray's saying. Now to finally agree with him [unintelligible 00:42:28]. He's okay with making a lot of money as long as you give it away, give it a charity. You become a 90% tither. No. I'm saying you create impact by being in business, by selling things and making as much profit as you possibly can.

Sean: Do you think Apple's changed the world?



Ray: Absolutely, in a fundamental way.

Sean: Do they do it by giving it away.

Ray: No, they have been hoarding it, they've amassed an incredibly huge war chest.

Sean: The biggest war chest of any company ever. [laughs]

Ray: They've changed the world for the better, they've had an impact, they've made it possible for people to start businesses, to have-- they've created an ecosystem where people can make stuff that accompanies accessorizes Apple stuff, and people have built fortunes by doing that.

Sean: People have made millions and billions on the App Store, they never would have been able to do that without Apple.

Ray: Apple provided a platform right that let programmers finally make a living writing code, that's not the primary reason they did it. The primary reason they did it was to make as much profit as possible.

Sean: The best way to do that is to make the best product-

Ray: And have the most impact.

Sean: Is to make the best most highest quality product and service available and then charge for it.

Ray: And if you want to because you're moved by compassion, to give money to people, to help people, then that's a perfectly alright.

Sean: I love the quote that [unintelligible 00:44:07] says about this, it's not whether you should or should not give the homeless man money, it's whether you have a right to exist if you don't.

Ray: Wait a minute, show stopper, I was going to quote that. Let's say it one more time more slowly so people can really digest it.

Sean: It's not about whether you should give a homeless man money or not, it's not about whether or not you should give to the poor, it is about whether you have the right to exist if you don't. Because when people condemn people for not being charitable, ultimately they're condemning them for existing.

Ray: There's only one guy in the Bible who said anything resembling you should have given that money to the poor.

Ray: Yes, and you don't want to be like him.

Ray: That was Judas Iscariot.



Sean: Yes you don't want to be like him.

Ray: No.

Sean: It did not go well for him.

Ray: This is where we should play the Alan Parsons song, *I wouldn't want to be like you*.

Sean: [laughs] Did I tell you about that play I saw in Fresno about the trial of Judas and purgatory?

Ray: No.

Sean: It just must been a total resurgent, totally Holy Spirit thing, because I was walking down the tower district and I just saw this play, I can't remember the title of it, was the premise was Judas is in purgatory and he's on trial for whether or not he should get into heaven or go to hell. It was a two hour play, it was riveting.

Ray: Really?

Sean: Yes. I can't even remember the name of it.

Ray: Somebody help us out, I would like to see this play.

Sean: It was done by people who are 19 to 24, really young people, and this one guy who's playing Judas, he just sat on the floor in a catatonic state while people were arguing about his virtues and his merits and whether or not his betrayal was his fault or should it really be held against him because of all this and he is sorry so should he be forgiven. It goes through all of these legal battles in purgatory and at the very end, I can't even remember the verdict, but I remember the actor who played Judas is sitting there on the floor the whole time for two hours in a catatonic state and blinking very rarely.

At just the right time, I can't even remember what was being said, the lights brightened on him a little bit, someone was talking about him, and I think he was talking about the moment he betrayed Jesus, and a single tear came from his eye, the actor at the end of the play. Two hours, sitting there, one position in a catatonic state.

Ray: One tear.

Sean: One tear. It was amazing.

Ray: I want to see that so badly. Reason number eight, we've actually given you more than eight, you can go through and pick them out. There's been a lot of discussion happen here that was meaningful and important in my opinion, in my humble but accurate opinion, in my proud but accurate opinion. Number eight,



reason why it's more virtuous to charge for your work than it is to give it away for free, income, right? You personally can make an income a little different than your company's profit. We encourage you to make as much income as you possibly can.

If you want to help eliminate poverty, if you want to help eliminate hunger, if you want to make sure there's clean water, if you want to eliminate diseases and you want to eliminate dictatorships and tyrants, here's how you do it, become as rich as possible. Just so that those of you who are out there right now saying, "That doesn't work for everybody, you can only be rich if you take advantage of the people," wrong.

Sean: No, that's not true.

Ray: It's totally not true. I would challenge you to explain why that's true, prove it. There is enough potential in every human being to create wealth in whatever environment you find yourself in. I know some people are in hellish circumstances, but the more of us who become wealthy and exert impact and influence in the world, the less of that there will be, and history proves that to be true.

Sean: When we talk about wealth and making money and making an income and making a profit and all that sort of stuff, we're talking about capitalism, but what we're really talking about is the creation of value and then trading that value with other people who create value. That's freely trading, not being forced to, that's a contradiction of terms, but freely trading between people. What's beautiful about that is that it means that you can amass wealth by producing things that other people want or need. There's a great quote by, I can't remember his name, William something, I don't know.

He says, "Before capitalism, the way men amassed great wealth was by plundering and robbing and enslaving their fellow man." Since capitalism, the way you amass great wealth is by serving your fellow man.

Ray: Truth teller.

Sean: It's just the truth.

Ray: Just the truth. Those are at least eight reasons why it's more virtuous, it's gooder to charge for your work than to give it away for free. I'm done.

Sean: All right, well, if you find the show helpful, please subscribe to it in the Apple podcast directory and leave a review in iTunes, we may read it at some point. If you like the show notes and transcript, please go to Rayedwards.com/330. Again, Rayedwards.com/330.

Ray: I just remembered I got a couple of announcements to make.

Sean: Okay, good.



Ray: The day this publishes, on April 2nd, we're one day away from a major online workshop that we're doing for free called How To Take Your Online Income From Zero to \$10,000 a Month in 30 Days or Less.

Sean: Cool.

Ray: If you hear this in time, then there'll be a link you'll be able to click up at the top of the website, underneath this recording in the show notes. If you go to that address, Sean just gave you Rayedwards.com/330. Also, I'll be speaking on-- let's see. It'll be next week in Austin, Texas at Mike Kim's impact and influence-- or influence and impact event.

Sean: Cool.

Ray: Which you can find at influenceandimpact.com. We'll have the link in the show notes. That's it for now. We've got other stuff on the way, but we'll tell you more about that next week.

Sean: Cool. You have any closing thoughts or quote worth to note?

Ray: Yes, another quote from Zig Ziglar. "What you get by achieving your goals is not as important as what you become by achieving your goals."

Sean: [grunts] Oh yes, get you right there in the soul muscle.

Ray: Until we meet again, may God bless you, may he do more for you than you can ask or possibly imagine, but don't let that stop you from an imagining big.

[laughter]

[00:51:20] [END OF AUDIO]