



## Ray Edwards Show, Episode 333

### The Dark Side Of Success

[music]

**Female Speaker:** Coming up on the Ray Edwards Show.

**Ray:** I believe there is a certain amount of courage that you have to have in order to aspire to make millions of dollars. It's not the courage to actually do the effort, the work because, it turns out, it's not harder to make a million dollars than it is to make a hundred thousand.

**Female Speaker:** Ray Edwards Show Episode 333, The dark side-

[music]

**Female Speaker:** - of success.

[music]

**Male Speaker:** The Ray Edwards Show. This is the podcast for prosperity with purpose.

**Ray:** Now, I know that success brings with it a new set of challenges. I get that. I knew that intellectually. What I didn't realize was, it comes with some big surprises and the surprises we don't like, we call problems.

[laughter]

We'll talk about-

**Jeff:** Define problem. A surprise you don't like.

**Ray:** Yes, exactly.

**Jeff:** [laughs]

**Ray:** That does not make sense?

**Jeff:** Yes.

**Ray:** I like for words to have a precise meaning.

**Jeff:** [laughs]

**Ray:** We'll cover at least five of these surprises or challenges that we didn't expect. Also, we'll answer the question, doesn't the Bible-- Ray, doesn't the Bible say to be



content with what you have? You're greedy greed Monger. What's your tip on how to say no to somebody who won't take no for an answer?

**Jeff:** Oh.

**Ray:** Now, that's been a challenge I've had with a number of people. The more exposure we get, the bigger audience we get, the more I get these wacko requests to do things that it's like, "Okay, what you've basically asked me to do is take on a full-time job for no pay."

**Jeff:** Right.

**Ray:** No. No. I'm good, but you're a Christian. That does not equal pushover.

**Jeff:** No.

**Ray:** Okay. I don't want to get off on that that we hold different shows than what we're paying to do.

**Jeff:** [chuckles]

[music]

**Female Speaker:** Ready to shake off the lies and limitations that stop you from prospering. God's prayer for you is that you should prosper in all things and be in good health just as your soul prospers. At Permission to Prosper 2018, we'll clear the path for you to experience full prosperity, not only in the area of finance, but in all seven major zones of life. Faith, fitness, family, fun, finance, friends, and fulfillment. Join us at this life changing event where we will help you construct your own prosperity blueprint. Remove the inner conflicts about money, wealth, and possessions, and learn from our world famous speakers including Jeff Goings and more surprise guests to be announced soon.

Permission to Prosper is your key to unlock the vaults of wealth, wellness, and wisdom that will prosper you and everyone around you. Register now at the Early Bird rate of just \$397 per ticket. Prices increase on April 30th. This is the lowest price you will receive on this ticket. VIP seating and red carpet perks are also available including personal time with Ray. To get the details and to get your ticket now at the lowest possible price, go to [permissiontoprosper.com](http://permissiontoprosper.com).

[music]

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

**Ray:** Doesn't the Bible say to be content with what you have? I get this question actually pretty frequently from people who are worried about me and my soul because I want to make money.

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**Jeff:** Oh.

**Ray:** They're concerned. They're not criticizing me.

**Jeff:** You're too focused on worldly things.

**Ray:** Brother, you've given into the lie, the prosperity gospel.

**Jeff:** We are not of this world.

**Ray:** We're in this world.

**Jeff:** We're in this world.

**Ray:** But, we're citizens of another world of another kingdom. We'll leave that where it lays.

**Jeff:** All those things are technically true.

**Ray:** Yes, just so you know. Just so you're not concerned for our soul.

**Jeff:** Yes. [laughs]

**Ray:** But, doesn't the Bible say to be content with what you have? That sounds right. It sounds like a scripture that we know.

**Jeff:** Totally, and it's like Paul said that, right?

**Ray:** Yes, and let's read what he actually said. That's always a good idea by the way. But, just don't let somebody say, "Paul says you should be content with what you have." You should be content with what you have. Let's read what he actually said.

**Jeff:** Okay.

**Ray:** Philippians Chapter four, starting in verse 11 for those of you following along at home. "Not that I was ever in need." He'd been talking of about giving money and how they should give money to help people out, but it says, "Not that I was ever in need because, I have learned how to be content with whatever I have." There it is.

**Jeff:** There it is, brother.

**Ray:** Why words it's going to give it the whole enterprise we've built up?

**Jeff:** Yes, I just content.

**Ray:** Well, how about we read the next couple sentences and see if we really have to give it up.



**Ray:** He says, "I know how to live on almost nothing or with everything. I've learned the secret of living in every situation, whether it's with a full stomach or empty, with plenty or little."

**Jeff:** Oh.

**Ray:** "For I can do everything through Christ who gives me strength." First of all for those of you who thought that verse was about winning football games.

**Jeff:** [laughs]

**Ray:** Turns out no.

**Jeff:** No.

**Ray:** No. Paul lived in wealth conditions and he'd lived in poverty conditions and he learned to be content in either one, so you can be content and be wealthy and be building wealth.

**Jeff:** Right.

**Ray:** And, still be content.

**Jeff:** Yes. Paul's clearly not saying, "Don't aspire, don't have goals and ambitions of doing different things." He's saying, "Don't let your circumstances fundamentally dictate your mindset."

**Ray:** Yes. [laughter]

**Jeff:** Like there is a place of happiness and peace and content that if you were in a plane crash and you had nothing, you're just on a desert island, you could find a way to still I mean even though that's a very unhappy situation.

**Ray:** Yes.

**Jeff:** You could still find a way to find contentment.

**Ray:** Basically, it depends on finding the lever that moves the island.

**Jeff:** [laughs] The wheel at the bottom of the island that- [laughs]

**Ray:** Okay. Christian myth busted.

**Jeff:** Busted. Christian myth busters, someone has to have thought of that already.

**Ray:** We could just steal it and make it part of our show. We thought it up. You heard us think it up right here.

**Jeff:** Yes, it's true.

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**Ray:** Like we didn't copy it from somebody. We had the idea ourselves. We'll see.

[music]

**Third voice:** Now simple hacks that make life cheaper easier and faster. Ray's tip of the week.

**Ray:** Tip of the week, "How to say no to someone who doesn't take no for an answer." These are the people that won't go away, they come back with reason after reason. The first thing I'll tell you is, don't give them an opening. Don't say, "I have to say no for now. My schedule is full I can't do it right now".

**Jeff:** Right.

**Ray:** Any kind of, were you evading telling them just no. That's going to get them to come back. They're going to have a loophole. They are going to be like, "Well, when is your schedule not so busy?" If you tell them no and I've told people flat out no, if they asked me to endorse a book or project or something and I've said, "I'm sorry, but I have to say no to this." They come back time after time. They are like zombies, they just keep coming back.

I have a couple of email templates. I believe I've borrowed the core of these originally from Michael Hyatt but then I enhanced them and made them meaner. Here's my first one. I call this the definitive no. I keep it in my text expander.

**Jeff:** Are they meaner or are they just truth here?

**Ray:** They're truth here. They're less

**Jeff:** They don't pander to people's delusions as much?

**Ray:** Correct. Here's the first one. This is the definitive no. "Dear name, thanks so much for your interest in having me whatever they're asking me to do. Unfortunately, due to my existing commitments, my answer is no. Just to prevent any confusion, this answer is no and is not maybe, later or check back. There's no need to check back the answer will not change. Thank you again for asking. Best of luck in finding the perfect speaker for your event or whatever it is you're asking me to do."

**Jeff:** [laughs]

**Ray:** This is only after they've impolitely-

**Jeff:** Right.

**Ray:** - crossed the boundary several times.

**Jeff:** This isn't the initial request? [laughs]



**Ray:** No. It's not the first no. The first no I'm giving this away. People are going to get this email from me now and they're going to go, "OH, I see what he's doing." My first no is, while my heart wants to say yes, my schedule and commitments have to make this a no, which is true unless it's not. If my heart doesn't want to say yes, I remove that sentence so now you know how to interpret my emails. I've just given you my codebook. Here's the next level no if they come back again after the one I just read you. How could they possibly do it?

**Jeff:** That's a pretty-

**Ray:** It happens though.

**Jeff:** Yes. I mean I can imagine.

**Ray:** The absolute no the next level no is this, "Dear name, I apologize for not being clear. The answer is no and the answer will not change. Anything else you feel you must communicate should be directed to my attorney." I give the attorney's contact information. "This email marks the end of our communication. I will not respond to any future emails or other contact nor will my team. Not only will we not respond, your messages will be blocked, we will not read them. I'm sorry the situation came to this. I wish you well."

**Jeff:** That's again, just to reiterate, that's at the long end of a series of rude requests.

**Ray:** Yes. This is where the person has become threatening or crazy which we get those.

**Jeff:** We, do from time to time.

**Ray:** I feel very cheerful now. No. Talk to my attorney not to me.

**Jeff:** Yes. [laughs]

**Ray:** Just in case you're wondering, you can block emails in Gmail. You go into your settings and just click Block this person and you'll never get an email from them again. They go into the black hole of e-mail where they become infinitely massive.

**Jeff:** [laughs] The black hole of e-mail like one of its characteristics [laughs] is that the e-mails become infinitely massive inside?

**Ray:** Yes, I don't know how you measure that.

[Advertisement]

And now our feature presentation.

**Ray:** Okay, on to our feature presentation. The dark side of success. At least five challenges we didn't expect. I say at least because we always seem to come up with more than-- if I make any kind of list. I'm just going to start with the first one that

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came to mind for me which is, your success. Let's be clear, our success. We've been successful for quite some time but the one that everybody seems to focus on now is when we had our first million dollar a year or two years ago. We had two million dollar years in a row, more than one million dollars. We'll probably have another one this year. Looks like we're on track to do pretty well.

That seems like a hallmark for a lot of people. It's a milestone. You've made a million dollars, now, you're successful. That only works if you define success in a really stupid way. But, let's just say that we're successful and what's the first unexpected problem it creates? It changes your relationship with people. I believe there is a certain amount of courage that you have to have in order to aspire to make millions of dollars and it's not the courage to actually do the effort the work because, it turns out it's not harder to make a million dollars than it is to make a \$ 100,000.

In fact, I'm not going to take some flak for this but it gets easier. The courage has to be in, how are you going to be treated by people around you. People who are your friends, your family and other people in your industry. They will treat you differently. One thing is going to happen is, people are going to start asking you for money and they're going to act as if you owe it to them, to help them. [laughs]. What, you're rolling the dough, won't hurt you any, you need to give me some. I've had conversations that were just like that. I just want to pause for a second and go, "If that's your mindset, directed at anyone, just stop for a second and look at it."

This is what you're saying. "You have so much money and I wish I had some of it. It doesn't seem fair that you have so much. I hate you because you have so much of it. You owe to give it." Why? Why? Why? Why do you feel that way? It's purely rooted in jealousy. That's all it is. You can masquerade it in all talks about inequality and all this sort of stuff but at the end of the day, it is rooted in jealousy.

**Jeff:** Well here's something. If you bring this from a Christian world view, there's no equality in the kingdom.

**Ray:** Right. [laughs].

**Jeff:** In fact even as you say well in heaven we'll all be equal. No, we won't.

**Ray:** No. Some people will be in charge of 10 cities, some people will be in charge of five and some will be in charge of none.

**Jeff:** There's wood, hay and stubble and gold and silver. There are different levels of rewards and so some people say there'd be no regrets. I don't know if that's true.

**Ray:** We talked about this guy from time to time and how crazy he was but how much we also liked him.

**Jeff:** Jack Metzler. [laughs] I knew where you were doing. He's such a contradiction in my theology.





**Ray:** I still hope he listens to this show and knows that we love him.

**Jeff:** Yes, I think he was the one who said in Revelation where it says, "He wipes away every tear." Yes. Oh, he thinks the tears will be the tears of all the missed opportunities-

**Ray:** Because it doesn't say there'll be no tears. It says he'll wipe away every tear. Which means there will be crying in heaven.

**Jeff:** This person's speculation was, what if some of those tears are caused by all the missed opportunities we suddenly see.

**Ray:** How could they not be? If we are emotional creatures, if we look back on our life from a completely accurate perspective now. How can we not have regrets and see the missed opportunities. There's something to send you spiraling off into a weird theological place.

**Jeff:** I just want to leave you with this. If you feel entitled to another person's money, just because they have more money than you, you really need to do a self-check because there is some bad ideologies controlling your behavior.

**Ray:** What if they're family though? [laughs]

**Jeff:** Well then the manipulation abuse just gets more fun.

**Ray:** Just for the record, for our entire family. We're not talking about you. We have our flaws and mistakes too. [laughs] As I'm sure, okay I should just stop.

**Jeff:** What do you do when you find yourself digging a hole?

**Ray:** You stop digging. You put down the shovel.

**Jeff:** We need to stop digging. [laughs]

**Ray:** All right. Unexpected problem with success number two. Success is a magnifying lens for your personality, all parts of your personality. If you have a slight tendency to be a jerk, and you become super successful, which means you have more influence and more power you're probably going to become more of what you already are.

**Jeff:** The volume on who you are gets turned up.

**Ray:** Success and money do not make you into a greedy jerk bum hole, they just magnify what was already there.

**Jeff:** Well, I love Ayn Rand's quote about this. He says, "Money is the vehicle, it does not replace you as the driver."





**Ray:** Hello, we should have a sound effect that plays every time we quote Ayn Rand. It should be a cash register. Challenge number three that comes up when you become successful that we didn't expect. I didn't expect it, maybe some of these you did expect or you knew about and you were like, "Dad, how could you not know?"

**Jeff:** Well, actually going back to number two, I actually remember a conversation that we had right around the time of this. I remember talking to you, actually this is just coming to mind right now of me saying, "I feel like we need to be preparing for next level of success, personally inside. I don't think we're ready for the next level of success." Do you remember that?

**Ray:** Yes I do, how did we decide to prepare for that?

**Jeff:** I don't know.

**Ray:** I don't think we did, I think we just decided we should decide.

**Jeff:** I think we just kept moving forward and kept working through the issues. I'm just remembering that now that I did for a little bit foresee, I feel like this is going to expose some character flaws and stuff that are going to need to be fixed because we'll be on a bigger stage.

**Ray:** You're right.

**Jeff:** That's not me, it took my own horn, it's just like, "Wow, that's interesting."

**Ray:** That's good. I invited you to step in. Challenge number three, you can become obsessed with your own success, which is not healthy. Obsession in the clearest definition of the word is, an unhealthy preoccupation with one particular activity or object. By its very nature, it's unhealthy. Now, I don't think it's bad to desire success, to pursue success, to structure your life in order to gain success, but if that becomes your primary obsessive thought pattern in life, it's not healthy, it's not good for you. Challenge number four that comes up when you become successful, whatever that line is for you. For our purposes, we're talking about crossing the million dollar line.

Challenge number four, you can find your identity wrapped up in your success or some indicator of success. If your identity is founded on your bank balance or it comes from your status in the world, what you're really saying is, my identity, me having a strong identity that makes me feel good only happens when I get a certain reaction from other people. That is very shaky ground in which to place your identity.

**Jeff:** Really, what you're saying is you're saying your identity is virtually a mirror.

**Ray:** You don't have a set of standards of your own.

**Jeff:** No, you're just reacting to other people's values and conclusions.

**Ray:** Let us say it more clearly, you're living for approval of other people.



**Jeff:** Then, let's really make it more clear, you lack a self, as Howard Roark would say, "You literally don't have a self anymore."

**Ray:** "That's good because, I want to be selfless because I want to get rid of the self, I want to enter the place of no self. I don't know who would be talking if I was no self."

**Jeff:** If I was in no self, I wouldn't exist.

**Ray:** I would be infinitely massive.

**Jeff:** Not on that point.

**Ray:** Make of that what you will. If this be treason, make the most of it. The fifth challenge on my list that comes up when you achieve success that I didn't really expect, I did not expect this. It's possible for higher revenues to mean for you as the entrepreneur a lower paycheck.

**Jeff:** Oh my God, I know.

**Ray:** I actually was surprised by this, like, "Okay, we have 12 employees now of coffee shop. We have all this great stuff going on, we have the highest revenues we ever had. I'm now making less money when it was just me in my bedroom." You guys are all doing great.

**Jeff:** I'm so happy for the rest of you.

**Ray:** I'm just working aspiring to the lifestyle you enjoy. Now, here's the truth of all these challenges, solving any problem or puzzle or challenge, however you want to describe it, simply leads to a new level of problem, a higher level problem.

**Jeff:** Maybe the problem is calling it a problem. Yes, because, what we imply when we say problem is, we imply more than just a puzzle, something that needs to be fixed. We imply that, it is in itself somehow innately bad.

**Ray:** Marcus Aurelius, one of the good emperors of Rome started writing a journal during his reign. It was written for him only, it wasn't intended to be read by other people. He was trying to crystallize his thoughts about leadership and he talked about problems and obstacles. He proposed, what if the obstacle is not a difficulty, what if the obstacle is the way to what you seek.

**Jeff:** I think one of the things I was talking with another person about this recently was, all human values have to be created. Which means life, happiness, joy is all the product of an action. They're not causeless, you don't just find yourself in happiness, the happiness is the result of a series of actions and decisions and conclusions and those sorts of things. But, we have this implicit idea that if we live our lives the right way, we will just stumble upon happiness or it will find us.

**Ray:** Or we'll find it.

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**Jeff:** Or we'll find it.

**Ray:** I found happiness.

**Jeff:** Right, when it carries the simplistic idea that there's no connection between what we're doing and thinking and acting and the happiness. Then, when obstacles to our happiness stand up, those are no longer obstacles and puzzles to be solved, they're problems. They're bad because, they're standing in the way of the happiness that should just be coming to me.

**Ray:** Just to be super simplistic about this, think through this question as if nobody hears your answer, you're just thinking through it. Which feels better to you? A problem that you have to face or a challenge that you can overcome or a puzzle that you can solve? If you feel better about a puzzle you can solve, do you think you're going to have access to more of your internal resources and resourcefulness? The answer for a healthy person is, of course, I will have more resourcefulness if I'm looking at it as a puzzle to solve.

**Jeff:** I'm not burdened emotionally by seeing this problem that's bad because it's standing in the way of my happiness that should just magically come to me.

**Ray:** One conclusion that we have reached that you may not realize is, reaching a milestone of success does not instantly make you happy.

**Jeff:** No.

**Ray:** If you're unhappy when you're poor, you will continue to be unhappy when you're rich, you'll probably be more unhappy.

**Jeff:** Because, remember what we said about money turning up the volume.

**Ray:** On who you are.

**Jeff:** If you're unhappy, you're just going to turn the volume on that and then all things that make you unhappy are now going to be louder in your life.

**Ray:** That means you might have some work to do and all of this really comes, what does it come back to? What does it all mean?

**Jeff:** Philosophy, who needs it?

**Ray:** Everybody, only the people living on earth.

**Jeff:** [laughs] Only the people alive.

**Ray:** Yes. For the people who are dead all these matters are settled, one way or another, I think we're done. I've got something I want to tell you about.

**Jeff:** All right.

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**Ray:** I'm excited about this, we have a new conference that we're doing in July called permission to prosper. If you're ready to shake off the lies and the limitations, if some of what we have been talking about has lit you up a little bit, it makes you think, "I'd like to be sure about this stuff as they are." Well, I can even get biblical on you.

**Jeff:** I can get all Bible.

**Ray:** God's prayer for you is that you should prosper in everything, in every way, be in good health, your soul should prosper.

**Jeff:** It's weird that a God who created a material physical child would then want his physical material child to have physical material good things.

**Ray:** But, is it weird or does it seem like healthy parenting? At permission to prosper 2018, we will clear the path for you to experience full prosperity. Not just in the area of finances, but I feel like there are seven major zones in life. This is my arbitrary way of dividing them up, you could define them in different ways but I think this covers almost all the bases. Faith, fitness, family, they're in this order for a specific reason. Fun, finance, friends and fulfillment. If you'd like to have an improvement in any of those areas in your life, then you should come to this event. If you've got all that nailed at a 10, on a 1-10 scale, then you can come teach the event.

**Jeff:** If you want to hear some of my amazing jokes, the people who were at the first covering an Academy live several years back will remember that they are good.

**Ray:** Are you going to sing the song? This is going to be a life changing event. I know that's a big claim to make but we're going to help you construct your own prosperity blueprint to deal with your inner conflicts about money wealth and possessions. You'll be learning from world famous speakers, one of whom will be Jeff Goins. Who wrote a book called *Real artists don't starve*.

**Jeff:** That sounds like it might fit with what we're talking about.

**Ray:** It fits. The artist Miss Taggart is a trader. Really? It's a quote from Ayn Rand. It's a trader not a traitor.

**Ray:** Now it makes more sense.

**Jeff:** [laughs]

**Ray:** Now, it makes more sense.

**Jeff:** Why is an artist a traitor? [laughs]

**Ray:** I was trying to think, who did they betray?

**Jeff:** They trade.

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**Ray:** Permission to prosper is your key to unlock this prosperity thing we're talking about in all the areas of your life, including your family. You should just be there. If you listen to this podcast, you should be there. Yes, and if you don't enjoy it then you shouldn't come.

**Jeff:** It'll just be more of this.

**Ray:** Only more intense.

**Jeff:** Yes, and in person.

**Ray:** In your face.

**Jeff:** And, stuff.

**Ray:** The good news is, you can register now at the Early Bird rate of just \$397 per ticket. That is good only until April 30th. The price will go up by April 30th irrevocably. This is the least amount you will pay for a ticket to this event but just to be able to register this but like good capitalists we're going to charge you more.

**Jeff:** Right, but because the closer we get to the event, the harder it is to make changes based on the number of people who come.

**Ray:** We're encouraging you to sign up now get a ticket for every member of your family, \$397 per ticket and VIP sitting and red carpet perks are also available for an extra charge including personal time with us. To get the details and to get your ticket now at the lowest possible price go to *permissiontoprosper.com*. *Permissiontoprosper.com*

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**Jeff:** The artist is a trader. Trader. Like trader Joe.

**Ray:** Yes, like a trader. Like someone who trades in the stock market.

**Jeff:** Real artists don't starve. Jeff Goins.

[music]

**Female Speaker:** Thank you for listening to the Ray Edwards show.

**Male Speaker:** Find the complete archives of all the episodes at *rayedwardspodcast.com* or subscribe for free through Apple podcasts and never miss an episode.

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

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

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