



The Ray Edwards Show, Episode 338

Five Strategies to Make You More Persistent

Announcement: Coming up on the *Ray Edwards Show*.

Ray Edwards: Persistence is a common value among high achievers and world changers. It's something you want to develop more of, no matter how much you already have.

Announcement: *Ray Edwards Show* episode 338; *Five Strategies to Make You More Persistent*.

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Announcement: *The Ray Edwards Show*, this is the podcast for prosperity with purpose.

Ray: What does it mean to be persistent and why is that even important? It sounds good, but have you really thought about it ever? How important persistence is. Maybe you've heard this famous quote, which I do believe is true, and this is the reason I want to dedicate this episode to the subject of how to become more persistent. I think it's a valuable skill that you can learn.

Calvin Coolidge said, nothing in this world can take the place of persistence, talent will not. Nothing is more common than unsuccessful men with talent. Genius will not, unrewarded genius is almost a proverb. Education will not, the world is full of educated derelicts. Persistence and determination alone are omnipotent.

Calvin Coolidge modeled in his life what it meant to be persistent and what that could accomplish for you. Think of all your heroes, entrepreneurial or otherwise. Thomas Edison, persistent. Benjamin Franklin, persistent. Steve Jobs, persistent. Persistence is a common value among high achievers and world changers. It's something you want to develop more of no matter how much you already have. We're going to talk about that in today's episode.

Plus, we'll talk about the one platform you need to build your whole business. I hear this all the time, people say, "I wish there's just one place or one tool I could use to run my whole business. Why do I have to have all of these different tools banded together?" Well, you don't have to have a banded solution, and I will explain the solution that works in just a few moments.

Do you ever feel like you need more faith? Well, you don't, you already have all the faith you need. What? How can you say that, Ray? Well, let's get into it.

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Announcement: Does anyone want to live a life that is long and prosperous, *Spiritual Foundations*.

Ray: Now, you know me, I come from a Christian worldview. As a Christian, I believe that everything in the Bible points to one person, Jesus Christ. Yes, even the old testament, even the weird parts the old testament, I think point to prophetically to the coming of Jesus Christ. If you think that everything in the Bible points to Jesus it's all about Jesus, then it changes the way you interpret scripture and things that are said in scripture. We're going to investigate the reason I don't think you need any more faith. I think you already have all the faith you need. That's going to rattle some people's cages, but I think it's true.

By the way, if you have trouble with this whole concept that the whole Bible is about Jesus because you read stuff in the old testament and you say, "How could that be about Jesus. All this death and slaughtering and destruction and revenge, how does that all point to Jesus?" There is a book by Frank Viola and Leonard Sweet called *Jesus a Theography*, and it explains how Jesus is present in the scripture all the way from beginning to end, Old Testament, New Testament. It's a fascinating book to read, whether you agree with everything in it or not. I think you'll enjoy reading it if you're into this kind of subject. Check out *Jesus a Theography* by Frank Viola and Leonard Sweet. I think you'll thank me for that book recommendation.

All right, let's get into it now. Just like everything else in the Bible, faith is in the end about Jesus Christ. It begins with Jesus. It says he's the author of our faith. It is sustained by Jesus, and it is complete in Jesus. It also says that he's the finisher of our faith, the author and finisher of our faith. The faith of Jesus is all the faith you will ever need. Everything we would have faith for, we pray for health, we pray for financial help, or we pray for just favorable results in seeking a job, or in our business, or for a long and healthy life or fulfillment or a good relationship. All these things that are promised to us in the Bible are dependent upon one thing, and that one thing is not your effort, it's not your being a good person, it's not your being having more faith, like working up to a level of more faith. That's one of the myths of the so-called faith healing movement. It's the belief that if you have enough faith, you can be healed. I don't think that stands up, if you look at scripture.

All of these things are already provided for us through the faith of Jesus himself. You have to ask yourself, do you have faith in your faith, or do you have faith in the faith of Jesus. We've been taught things like if you quote scripture enough, then you'll develop more faith. If you believe hard enough, then you'll get an answer to your prayer. In other words, what they've done is they've taken God and His promises and His Bible and His word, and they've reduced God into a formula. The formula is something they do, they behave a certain way, they say certain things, they do certain actions, and God will do what they want. That sounds more like magic, doesn't it? It sounds like religion, it sounds like the law, rules that you have to perform for in order to get the reward. That's the law.



But faith is the opposite of the law, faith is about grace. Trying to follow the law is exhausting, it wears you out, it's always something you have to do more of, you have to be better at it. Faith is without effort, it's just trusting what has already been done. Not what will be done, its trusting about what has already been done.

Let me tell you the passage that really illuminated this for me, it's in the book of Mark Chapter 9. In fact, I think of this as my birthday present. Shortly after I was diagnosed with Parkinson's disease, I heard this talk by Randy Clark. Mark Chapter 9, we're going to focus in on verse 23. My birthday is actually in September 23, so 9:23. Let's go to Chapter 9, there's a beautiful story here that teaches us about what it means to have faith in the faith of Jesus. In this passage, there's a father who comes to Jesus and his son is demon possessed. The man's son is demon possessed, and he comes to Jesus needing a miracle and he's desperate for having a miracle. The disciples, you've probably heard the story before, the disciples have already been tried praying for the boy but they haven't been able to get any results at all for their prayers. And the disciples, and the father are stuck. Everything they needed to do, they did, and all their effort, all their work, all they're trying to work up the faith has failed.

If you think about it, this is kind of a real puzzle, because the disciples have been following Jesus around, they've seen all the miracles Jesus has done, they've done miracles by his word. He gave them the authority. He sent them out and said, "Go out and heal the sick and raise the dead and cast out demons" and they did it. They saw all these things happen. Then they come to this boy who's demon possessed and they cannot make it happen. They just can't work up enough faith even if they have seen the amazing stuff Jesus has done, and even though he's allowed them to do stuff through him, through his power.

In this passage, here they are stuck with no results, and the boy's father wants to believe. Have you been there? He wants to have enough faith, but his faith is up and down. He says stuff like, "If you can." To which Jesus' response, "If I can?" And he says to Jesus, "Help me in my unbelief."

I don't know about you but I have felt this way myself. I have dealt with doubt. I have felt like my faith wasn't strong enough. Jesus has an answer to that like he has an answer for everything. He shows us that all we need, he's already taken care of. In the new American standard Bible, the original Greek in verse 23, the father says to Jesus, "If you can, would you help my boy?" And Jesus says, "If you can? All things are possible to Him who believes."

The question is, who is Jesus referring to? Who is the one that believes? We, most of us in church, were taught that that was referring to us, was referring to the father. He is saying to the father, have you believed enough, your boy will be healed? But it's not the boy's father, as his faith is lacking. He doesn't have any faith. He says, "If you can." It's not the disciples, because they've tried and they couldn't do it. There's only one person in this whole story who had perfect faith, that was Jesus. Jesus is the one who believes. All things are possible, he said, to him who believes. He is



referring to himself. His faith never wavers. He never doubts. Jesus is the one who always believes.

When you feel like you don't have enough faith, when your faith runs out, and we all get there. I've been there recently. I reached a point where I just said to God, I can't do this. I can't-- I don't even have enough faith for it, but I know you do. When you feel like your faith is unstable, or it's run out, just remember that Jesus' faith remains the same. When your faith is weak, his faith is strong. We need to put our faith in his faith, on our behalf.

We can become so conscious of how we're doing, how good we are, how much Bible we're reading, how many meetings we are going to, how many people we've shared the gospel with, that we turn everything into work, even our faith. But hear me on this, faith is not a work, faith is rest. Don't let your faith become about striving and working and trying hard to get rewarded. Don't say Jesus is everything to me except faith. When it comes to faith, I have to come up with my own. When it comes to faith, I have to produce my own. I have to work it up, I have to exercise my faith. Build it up. Build up my faith muscles. No, that's not the answer. It can't be the answer. That doesn't answer anything.

But if we accept the finished work of Jesus who was on the cross and said, "It is finished, done, debt paid". If we accept the finished work of Jesus, we can rest knowing that Christ is, as the Bible says, All in all. He's everything to us, including our faith. And how do we stand in faith? Through grace. The unmerited favor of Jesus toward you allows you and me to stand in faith. Just remember, when you feel like your faith is weak or it's fading, just latch on to the faith that never will fail, that never fades, that never wavers. Jesus is the one who never doubts, Jesus is the one who always believes, and for him who believes, anything is possible.

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

Ray: We just did a live workshop here in Spokane with a bunch of really smart super brain kind of people, and one of the things we talked about was, how do you build an online business? How do you sell your knowledge, your expertise and information through online courses and training without the technical nightmare? Because most people have to cobble together a bunch of different systems with band-aided solutions as feelers they're put together with rubber bands or sometimes almost like paperclips, duct tape, rubber bands, printer stick these systems together to make them work together, and you don't have to do that.

Here's what we use and recommend. We've tried everything. Hear me, we've tried everything, and here's what we use now for our business and this is what we recommend. It's very simple, it's one word, kajabi, K-A-J-A-B-I, Kajabi. In case you're wondering what that means, that word Kajabi actually means to take flight. If you want your business to take flight, we recommend kajabi. It's a digital platform, it's all in one. It helps you create your business the way you want it, on your terms,



whatever that may look like, whatever kind of life you want to have, kajabi is a tool that lets you do it.

There's a reason-- Now, think about this. This business of teaching things online is projected to be valued at \$275 billion by the year 2022. It's the fastest and easiest way for people to launch their own online business. You teach others what you know, through online courses, through coaching and membership sites. There's a reason why kajabi is recommended more than any other platform, it does this work for you. It's because it's the only platform you need. As I said before, let me underline this, we've tried them all. The fact is, you shouldn't have to pay for multiple tools and try to cobble them together in order to sell your knowledge online. It's so easy to do.

You shouldn't have to encounter all kinds of tech headaches. You shouldn't have to string multiple systems together with band-aids and duct tape just to get your business off the ground. That's too much work, it's too confusing and it's too much of a nightmare, it's driven too many people out of the opportunity all together. Kajabi will do all this for you. It'll create the perfect product because they have a built in Course Builder where you don't even have to learn how to build a course, it's built into the software. You just click a button and it builds the course out for you, you just fill in the blanks.

You have to know something to fill in the blanks with. But you don't have to worry about course structure. The structures are already in the system for you, and you can customize them if you want to. You can set up your own branded online store that looks great and it's proven to convert well. You can get paid easily with a built-in shopping cart and payment solution. You can have affiliates and affiliate program if you want to. It's all set up within the system already, you don't have to even get a separate module or anything.

You can send emails to your potential buyers and customers. You can build fully automated marketing campaigns. You can tag people, segment them, you can do all this stuff without having to use any other system except kajabi. It's really an all in one solution. You can even build your whole website on it. You can make it your blog, you can make it the home for your podcast, for YouTube channel. You can build every part of your online business in this one system. They have a free trial, and you can check it out for yourself. Go to rayedwards.com/kajabi. That's rayedwards.com/K-A-J-A-B-I, kajabi.

That is my affiliate link, which means I'll get a small commission if you choose to buy. But just right now, get the free trial. Don't pay anything. Just get a free trial and check it out for yourself. I think you'll agree, this is the one platform you need to build your business. There's so much good knowledge and proven practices built into the software, you don't even have to think about. What I find is, I see people building sites with more wisdom and expertise built into the structure of their site than they actually have because it's built into the system for them. Check it out. It's at rayedwards.com/K-A-J-A-B-I, kajabi. You'll thank me for it, and you will take flight.



Announcement: And now, our feature presentation.

Ray: Read any big success story about any entrepreneur, any political hero or hero of a movement or captain of an idea or an ideal. There's always some kind of persistence that plays into this success stories. The hero always has to persist, whether it's a fictional story or a true story. Look at the life of Benjamin Franklin, he had to persist in order to succeed. Thomas Edison had to persist in order to succeed, Elon Musk had to persist in order to succeed. Steve Jobs, Bill Gates.

All the great success stories that we revere, all involve a measure of persistence. You don't hear very many stories that extol the virtues of giving up, do you? There's a reason. Giving up doesn't really offer a lot of hope for success. Regardless of the outcome, whether you succeed or fail at your intended objective, persisting through the tough times and pushing forward through overwhelming odds is part of your victory, even if you fail in your ultimate goal. If you learn something, if you develop some kind of character trait, if you develop a tougher skin or more expertise or more wisdom for the next time, then you've achieved a victory, you've achieved success.

Here are just a few reasons to persist, a few good reasons to seek after more persistence as a character trait. First of all, persistence gets results. Few things in life that are worth achieving, are gained without persistence. Nearly all successful people we look up to have a long hard road of failures and severe challenges behind them, and they persisted anyway. Think of the life of Stephen Hawking. He developed early in his life, as he's called ALS, Lou Gehrig's disease. It totally paralyzed his body, but not his mind. He recently passed away after establishing himself as probably the preeminent physicist ever in human history.

Yet, look at how he had to persist in order to pursue that goal. He could have given up easily, and nobody would have judged him for that. He had a tough life, but had he given up along the way, he would have experienced total failure just before his breakthrough occurred. He would endorse the saying, I believe, the harder you work, the luckier you get.

Another reason to persist is the fact that persistence sets you apart from everybody else. Anybody can quit. Quitting is the easy way out. Justifying why you quit is easy. Quitting is the coward's way out. Quitting becomes addicting. If you know somebody who's started and quit a whole bunch of things in a row, what do you think of that person? You think of them as a quitter. Do you want to be a quitter? Are you a quitter? Even if you quit 12 endeavors in a row, you can stop being a quitter and start being persistent right now. I'm going to explain how you can do it in just a few moments. Persisting puts you in a whole different class of the elite. Another reason to persist, persistence builds character. Giving up takes no effort. Giving up gives you a false sense of relief.

Ultimately, that feels more like defeat in the end, and you and I both know that's true. If you think about it in your heart of hearts. In your secret time with yourself, think about it. What does quitting make you feel like? It makes feel defeated. Any growth



of muscle requires pushing against great resistance, experiencing discomfort, and that causes the muscle to grow. It's the same with your character. Any growth of character requires pushing against great resistance. It takes courage, it takes strong character to persist. It takes courage and strong character to persist, and in persisting, your character becomes even stronger, just like a muscle. You wouldn't expect to develop bigger stronger muscles through not exercising, would you? Of course not. Think of your character as a muscle that needs a workout.

Finally, persistence always offers some measure of success. Just by hanging in there, you've accomplished more than most people ever will, but quit, there is no success. Abraham Lincoln was a man who is all too familiar with failure. He said this, he said, "If you're resolutely determined to accomplish something, the thing is more than half done already." Always bear in mind that your resolution to succeed is more important than any other thing. That's worth repeating. Your resolution to succeed is more important than any other thing, Abraham Lincoln. Wow.

But, I know what life is like too. If the bills are piling up and everybody else is telling you to hang it up, quit, get a real job, give up your dream, it's hard to persist. It's not just the fight to succeed, it's also the fight against what other people think of you and say to you. How they undermine your courage, how they undermine your confidence. How do you remain persistent in the face of so much apparent failure and resistance and even criticism and judgment? Here are the five strategies that will make you more persistent.

Number one, believe in yourself and what you have to offer. Now, you need to have accurate thinking about this but it requires a realistic but optimistic view of yourself. I'm not talking about arrogance here. I'm talking about having a realistic assessment of where you stand, what your buildings and skills are, how much you can improve them, and having an optimistic view of what you're capable of producing, not delusional, but optimistic. Sylvester Stallone was rejected by more than 600 casting agents before he developed his screenplay for Rocky.

His first film took in 117 million dollars, that was in 1976, and it has made him more than five million dollars. If you have something worthwhile and valuable to give to others, keep believing in yourself and never quit.

David Schwartz, in the book *The Magic of Thinking Big*, wrote the following, belief is the thermostat that regulates what we accomplish in life. A person is a product of his own thoughts. Believe big, adjust your thermostat forward, launch your success offensive with honest sincere belief that you can succeed. Believe big and grow big. This book, *The Magic of Thinking Big*, is really the basis of most self-help books these days. If you really want to read the root source of most of the self-help stuff you're hearing in media, YouTube, in books today, go back and read the original David Schwartz, *The Magic of Thinking Big*.

The number two strategy that will make you more persistent, keep trying new things. Maybe you're not sure yet what your product or service is. I was talking to somebody



a few days ago about this very thing, she said to me, “I want to do something but I don't know what I want to do, so I can't get started.” But this person wanted to be a successful entrepreneur. She desperately wants that for herself. I just shared with her what I would share with anybody want to share with you right now. Pick something and keep trying new things. The Wright brothers experienced thousands of failed experiments before they got it right. Discover your niche, experiment, try different things. Try totally different projects, try different approaches, try different subjects, try different services.

Thomas Watson, the guy who founded IBM, said this, the way to succeed is to double your failure rate. Look at failure as stepping stones on the road to success, not as obstacles in your way. The obstacle is the way.

The number three strategy for becoming more persistent, redefine failure. Look, if you have a minor failed experiment along the way, you'll learn something from it, right? If you did, now you know one more way not to succeed, so you got something out of it. Here's what you need to do as a failure, quitting altogether. Quitting is failure. As long as you persist and you learn something along the way, you haven't failed at all, you've learned something new every time you make an attempt.

Recently, I did an experiment where I was going to vlog, do a video blog on YouTube for one day, every day, for 30 days, and partway through the experiment, I shut it down because I realized it was a failed experiment. What I discovered was I was creating content just for the sake of creating content, so I can say that I've had a vlog for that day, which was not serving my listeners or viewers. It was not serving me and was not serving the community or the world at large. I decided to stop trying to produce content on a schedule just because there's a schedule. That was not a failure. That was an experiment that taught me something valuable, and I'm glad I learned it. I would not have learned it if I had not performed the experiment. I haven't quit YouTube. I'm doubling down on YouTube, and I'm viewing that “failed experiment” as a stepping stone on my road to success with my YouTube channel. Which by the way you should check it out at youtube.com/rayedwards.

The number four strategy for making yourself more persistent, when you fall, keep getting up. Have you ever watched a baby try to learn to walk? They fall something like a thousand times before they can walk. The question is, how long would you give your average baby to learn how to walk? How long would you let them go until you said, that's enough trying, you're going to be wheelchair bound for the rest of your life, no walking for you? That's ridiculous. None of us would say that to a baby. We're not infants, but we should take inspiration from infants who never give up. They keep getting up time after time, thousands of times, they get up until they learn how to walk. When they first start walking, they're not even really walking, they're kind of falling with style.

So you're no infant, but your business may still be in its infancy. Your writing career may still be in its infancy. Your ministry or movement may still be in its infancy. Expect to fall, to trip, to stumble, to bruise your knees, but keep getting up. Soon,



you'll discover that your business, or your ministry, or your career is not just walking, but is running like a gazelle.

The number five strategy for becoming more persistent, don't listen to the dream stealers, to the naysayers. When my clients, Mark Victor Hansen and Jack Canfield, wrote *Chicken Soup For The Soul*, they were rejected by 140 publishers. Publishers told them that book wouldn't sell.

Now, those publishers were not amateurs, they were not armchair experts, they were professionals. They were leaders of the industry, they're supposed to know what they're talking about. But when Mark and Jack finally got a contract with a publisher who was willing to take a risk, their books sold over 100 million copies. Don't listen to the dream stealers, instead, find and spend time with those people who believe in you, support you, and encourage you in the accomplishment of your dreams.

Get into a good mastermind group, get into a peer mastermind group, or if you really want to accelerate your career or your business, get into a paid mastermind group that has the kind of people you want to succeed along with. You might consider our brand new empire builders mastermind group. It's not for everybody, but if you're the \$100,000 a year level in your business already or you're headed there very quickly. You might want to go check out the application at rayedwards.com/empire and see if it's right for you. The point is, get yourself surrounded by people who believe in belief, who believe in possibility, who believe in positivity, who believe in persistence in the face of adversity. Persistence is a key ingredient for success, so keep at it. Don't give up, persist, because success is right around the corner.

Now, I bet you have stories about how persistence has paid off in your life and in your business. If you do, I would love it if you'd share those stories at rayedwards.com/338. That's the address for this episode. It's episode 338, rayedwards.com/338. That's also where you get to show notes, links to the things I've mentioned here, the transcript, and a whole lot more.

One more thing before you go, I want to make sure you've heard about our new conference we're offering in July. It's called Permission to Prosper, 2018. If you are ready to shake off the lies and the limitations and the false beliefs that stop you from experiencing prosperity in every area of your life, this conference is for you.

At permission to Prosper, we're going to clear the path for you to experience full prosperity. Not only in the area of money and finance, that's part of it, but in all seven major zones of life. Those zones are, just for the record, I believe they are, in this order; Faith, fitness, family, fun, finance, friends, and fulfillment.

Imagine that you were at maximum prosperity in all seven of those areas of your life. What would life be like? At Permission to Prosper, 2018, we are going to help you construct your own prosperity blueprint. We'll help you identify and remove the inner conflicts you have about money, wealth and possessions, and you will learn from our



world famous speakers and influencers, including Jeff Goins, the author of *Real Artists Don't Starve*, and more surprise guests we'll be announcing starting next week.

Permission to Prosper is your key to unlock the vaults of wealth, wellness, and wisdom that will give you prosperity and will bring prosperity to everybody around you. Just by being in your presence, you bring prosperity to other people. I know that sounds wild, but I believe it's true.

Register right now at the early bird ticket price of just \$597 per ticket. Prices will increase soon. This is the lowest price you're going to receive on this ticket. Get yours now, and I would suggest you get one for your spouse or significant other, or maybe for your kids. Yes, it's appropriate to bring your kids. There is another option once you decide, you might want to investigate our elite access level, which gives you red carpet perks, including personal time with me. You can get the details and get your ticket now at the lowest possible price by going to permissiontoprosper.com.

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Finally, this week's quote worth note comes from Calvin Coolidge. Nothing in this world can take the place of persistence. Talent will not, nothing is more common than unsuccessful men with talent. Genius will not, unrewarded genius is almost a proverb. Education will not, the world is full of educated derelicts. Persistence and determination alone are omnipotent. Until next time, I pray that God grants you more than you could ask or even possibly imagine, that He blesses you, that He makes His face to shine upon you and that you experience prosperity, good health, long life, and I send peace to your house.

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Announcement: [unintelligible 00:30:54], we bring you a message of prosperity with purpose and freedom, remembering that true freedom is available to all through Jesus Christ.

[00:31:08] [END OF AUDIO]