



Ray Edwards Show, Episode 347

Too Old to Start Over?

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

Ray Edwards: Old media is dying. Radio, newspapers, magazines, it's dying. The gatekeepers are a relic. You are now your own gatekeeper. As Seth Godin says, give yourself permission because you're the only one who's holding you back. *Ray Edwards Show* episode 347, *Too old to start over*.

[music]

Announcement: *The Ray Edward Show*.

Announcement: This is the podcast for prosperity-

Announcement: - with purpose.

Ray: I get asked this question a lot, usually, is somebody's 55 or older, somewhere in that area, maybe sometimes 40. Basically it's this question, am I too old to start a business? Too old to do YouTube? Too old to do internet marketing? Which is not a business, by the way, it's just a method of selling things.

Is it too late? Isn't this a young person's game? The question takes different forms and ultimately as an excuse, that's what I say. You know what my answer's going to be. I've got five good reasons why you're not too old to start a business or whatever you want to start. I don't care how old you are. If you're 90, you're not too old. We'll come back to that.

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

Ray: All right, Spiritual Foundations. Proverbs 12:1, 'Whoever loves discipline, loves knowledge, but whoever hates correction is stupid.' Way to put it bluntly. That's what I like, the blunt truth. Learn not to resent discipline, and learn to love knowledge.

I want to play a quick interview that I did with a guy named Matt Crump. I just met him a couple of weeks ago. He's a remarkable human being, he's got a remarkable story, he's in stage four cancer. His mission now in life is to encourage other people. He says he experiences joy every day. Matt, I talked to you a few days ago, we had a consultation call. I don't know what kind of call you'd call it, we just talked.

[laughter]

You told me what you're doing and I was so knocked out by your mission, by what you're doing on your website and your other work that I felt like I had to share with my listeners because there's people who need this message of hope. By the way, I

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should tell everybody, I'm talking to Matt Crump. I should probably I introduce you. Could you describe what it is you're doing and how you came to be doing it?

Matt Crump: Sure. Well, I have a message and ministry geared around a phrase that a friend and I started saying to one another when I was on my way back from Duke from cancer treatment one time. I was diagnosed with cancer originally back in 2011, melanoma cancer. I had some surgery and was told that I was good to go, and evidently I wasn't.

2015, it came back, metastasized, and I had many tumors then throughout my body, starting in my adrenal gland, moved to my lung, and eventually to my brain. I had brain surgery to remove that tumor, and praise the Lord, the lung tumor has disappeared. That's good stuff.

Still, around my adrenal glands, my kidney, a muscle wall area, my leg, there's still stuff down there, but it's shut up. For right now, it's still around but not doing anything. The treatments that I was on at Duke were no longer doing anything for me for the good, and I ended up having a lot of damage to my body as a result through treatments. That's where it started in that message that we shared in the car back and forth was God's got this.

Ray: Yes, one of the reasons I love that so much that resonated with me as I had my own diagnosis a few years ago, and they tell me something, I won't get over, that it will only get worse until it ends me. I'm like, well, you don't understand, nothing can end me, first of all.

If you strike me down, I should only become more powerful than you could possibly imagine.

Matt: [laughs] Absolutely.

Ray: My wife and I have said to one another, the phrase that you use so often, we've said we got some bad news, which is like, God's got this.

Matt: Yes, absolutely. That message is a universal message that most people can relate to. With America's population being at about 75% that claim to be Christian, most people in America can identify with the phrase, God's got this. To give definition to it, I feel, is what part of my purpose is to do in this world.

Ray: How do you give definition to it? Let me just ask you the big elephant in the room question. You've got stage four cancer, but you're one of the happiest people I've talked to in a long while, and you're one of the most hopeful people I've talked to in a long while. How do you do that?

Matt: Really great question. Well, I don't tell anybody when I can't. [laughs] Let's start with that. But most of it is, What can cancer do? Kill my body. Absolutely. I don't want to leave my kids. I don't want to leave my wife, my friends. But at the end of the day, I'm going to a better place. It doesn't matter whether I'm here or there, God's



going to have his will and work done in my life. Why not provide hope for people? I have a chance to live. I feel like I could choose one of two things. I can choose to die of cancer, or I can choose to live life, I choose to live life.

Ray: Yes, and I tell people, I believe that God intervenes miraculously in many cases, and he heals people. I've had friends who had stage four cancer and were healed. I've also had friends who were not and people ask me, "Why not? I tell them I lenient I say, "Here's the deal. I don't know. I'm not God. I don't know."

Matt: I wrestle with that, and I have a lot of people ask me that same question, and I do have a lot of people that would think that I'm full of crap. I guess we'll keep it PG here. Because as has been a pastor for 27 years and doing all this kingdom work and yet I get stage four cancer and going to die. People think, yes, whatever, God sucks. Then when God killed my child when he was two, or God killed my son in an automobile accident, or God did. God didn't do any of it. We live in a fallen world, bad things happen to good people.

Ray: It's not God's fault, He's not doing it. God is not the author of evil. One of the phrases I hate or I hear people say this is they'll say, "Somebody dies untimely", which is, in my opinion, anytime somebody dies sometimes we weren't intended for that. They'll say, "I guess God just needed another angel". No, what a load of crap.

Matt: He's got plenty of angels. But it's ridiculous. Like I said, we do, we live in a fallen world and bad things do happen to good people. We just have to realize that that's the way life is and we just move on. Does that mean that God's bad? No, he's not a child abuser. That's not what he does.

Ray: Ultimately, this is what I tell people. They say, "Well, what if you don't get healed?" I say, that's not a possibility because I'll either give healed before I die or after I die, but I will be healed.

Matt: Absolutely.

Ray: 100%. I'll be back in the specs the original manufacturer intended for me. It's going to happen, so that's not a question. The question is-

Matt: We're fearfully and wonderfully made, right? He knits us together as a mother, he knits us together. If He did that, then we were created perfectly. Something after we were born happened. It's called sin, life. Bad things happen.

Ray: For somebody who's going through something like this, or it doesn't have to be stage four cancer or Parkinson's disease, it could be other things as well. But everybody's carrying some burden going through something. What would you say to that person who says they feel like they don't have hope, they feel hopeless.

Matt: I think that that is one of two things. It's either a cop out or ignorance, because we all have hope.



Ray: Wait, cop out. What do you mean by that?

Matt: Cop out means that it's really easy to blame your problems on somebody else.

Ray: [laughs] It's the American way.

Matt: Oh Yes. Welcome to it.

Ray: It's the human way.

Matt: It's the human way. We sure do because we don't want to admit our own problems. We don't want to admit our own faults because it's ugly, it's embarrassing, it's sad, it's depressing. It's all those things, but we can through Christ, that's why he came. He revealed hope to us so we can come to him the way we are. Thank God. Here's a question I've got for you, Ray. Do you like to fish? Have you ever fished before?

Ray: Yes, I do like to fish.

Matt: When was the last time you ever caught a filleted and scaled fish?

Ray: Let me think about this. Never.

Matt: Right. We come to Him just the way we are. We don't have to clean ourselves up right before we come to God. That's not how this thing works. He takes time with us after we come to Him. That's the good news, right?

Ray: Absolutely. You've got a world of resources available on your website. I'm knocked out. I looked at your website. I'm knocked out by everything that you offer to people who need this message of hope and need to understand why they can have hope, how they can have hope, how they can live a hope filled life no matter what because guess what, none of us get out of this thing alive.

Matt: Right. [laughs] We're all leaving the same way.

Ray: No matter what your situation is right now, you need some hope and talk a little bit about what you have at the website. God'sgotthis.love.

Matt: Thank you for that Ray. Well, I have a bunch. I have got a book coming out very soon, and I'm very excited about this book. That'll be made available and acknowledged through the website and through our mailing list coming up shortly. On the website, there's a lot of different resources available through many of our pages. There's a hope page, there are community pages, definitely a lot of resources people can click on, but something I'm really excited about that we offer through our mailing list, we have little magazine that comes out on Monday, is called *The Hope Revealed Magazine*. Monday magazine, just came out about an hour ago this week, and it reveals the highlights of the week of what we provide through God's got this ministry. Monday's the magazine, Tuesday we have a podcast called *Hope*



Revealed, and on Wednesday we have a YouTube show called, *God's got this stories hope revealed*. It is interviews with people that are revealing hope through their life, whether they've had cancer or marital problems or whatever, there's all kinds of shows there. On Thursday, we have the blog called, *God's Got This* and on Friday, we do a devotion called *God's got this meaningful moments*. Monday through Friday, I've got something going for everybody that can provide hope in some way.

Ray: Men, you're busy, you got no time for cancer.

Matt: I got to live, brother, or I will die. I choose to live.

Ray: Amen. So do I, and I'm so encouraged by you. It just fills me with joy to think about what you're doing and the way you approach this. I asked how do you keep yourself in a state of hope, and you said, "I just don't tell people when I don't". There are those days. Let's be real. There are days that I wake up and I think this is a burden I can't carry. This is tough. This is tougher than I ever imagined, and that's when God steps in and that's when in our weakness, his strength is made perfect.

Matt: Absolutely. It could be, Ray, that there are some days that I just don't feel like moving. I'll be honest with you. There are days that I feel like giving up. I won't lie about that, it's tough. I've struggled the pain, extreme fatigue. I get depressed because I keep working this. I feel my first book I should change the title to, *My name is Matt Crump. I'm the most popular guy you've never met*.

[laughter]

I could write blogs I think are the best thing in the world and I have two people read it. Then I do a video and have seven views. It's just like, okay, Lord, what in the world. Sometimes it can get to you, but you keep going with it.

Ray: Now that you've been on this show, you're going to have at least 12 readers of your blog.

Matt: That's fantastic. [laughs]

Ray: Double your readership.

Matt: That's great. You just keep going. That's all I can do. Like I said, I got no choice but to move forward. I have to live life. I don't live the way I used to. Things have changed dramatically for me, and I just have to learn what my new lines are. I have to understand what rest means for me. I've been a squirrel that moves 110 miles an hour. I thought that rest actually to me, definition of rest, waste of time.

Ray: Oh my gosh, I've said that so many times. That's what I thought too. I was like, I'm not going to waste my time resting, I can rest when I die.



Matt: Right. Imagine what happens when you're knocked out and you're laying in bed you can't move and it for a guy like you and me that thinks the rest is a waste of time, it's horrible.

Ray: Yes, because now you realize I put all my value, myself value was in my activities. A friend of mine told me one time. He said, "You know what? God values you no matter what you're doing. The pay is the same whether you're raising the dead or taking a nap".

Matt: That's right. It really comes down to your raise identity, and I've had to learn that my identity funny thing I forgot it says he was a pastor for 27 years. My identity is in Christ. It's not in that I was a pastor for 27 years. It's not that I'm a singer, songwriter, writer, or whatever. None of that matters. My identity is in Him, and because of that, then and I have freedom to live the life He's called me to live, which now is to provide hope.

Ray: Yes, yes, I admit it, I will confess, I'm a hope fiend.

Matt: I love it.

Ray: You've got so much to offer people and I just want everybody who is listening, if you have a situation like you've got an illness, you got a marriage is on the rocks. Maybe you're just broken up, maybe you lost a child, maybe you lost a job, maybe you're financially hard up and your spouse doesn't know it or they do know it, I just feel we're a world full of the walking wounded and nobody wants to show it. Nobody wants to let everybody know, but we all have those moments of hopelessness as well as we're just want to give up, those moments where you think nobody understands but people do. There are people who do understand, and Matt's got so much to offer. Talk a little bit about what people can find on the website and how you can provide them with some help and some hope.

Matt: Sure. Like I said, you mentioned earlier you can visit us at Godsgotthis.love, and not .com but .love, which I thought was neat. Just from the front page, you'll be able to see a lot of resources that will be available to you immediately. That being our Monday newsletter, the magazine that comes out, *Hope Revealed*. There are links on there to people that may have questions about terminal diseases. What do you do next kind of steps, especially since I have cancer, I'm partial towards folks with cancer.

But there are things in there available to folks that don't have cancer or terminal disease. Just, are having a hard time in life. There's a lot of resources for hope there as well. If you go to the bottom of the website, there are several pages down there that you can get involved in, plugged into our community, where you can get to a hope page that actually has scriptures and information about how you can find hope through the Word of God. It's fantastic. There's a lot of different opportunities available through the website at Godsgotthis.love.



Ray: I'm going to encourage all my listeners, help spread the word. Get in social media and share the links, and if you've got a podcast, you might want to have Matt on as a guest. I'm just saying. It might be a good idea. [laughs]

Matt: Yes. We're twittered out, and we're Facebooked out, and Instagram.

Ray: Matt, I just want to say thanks for being on here, and God bless you, and thank you for the work you're doing, and for being a purveyor of hope.

Matt: Thank you so much Ray. I appreciate the opportunity.

Ray: Go check it out folks, God'sgotthis. L-O-V-E. God'sgotthis.love.

Matt: God'sgotthis.

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

Ray: Tip of the Week, since we're talking to people who think they're too old. I'm guessing they don't like Instagram [laughs]. My tip for you this week is to download Instagram and start using it.

Co-Host: All the young people will be upset.

Ray: They can get over it.

Co-Host: [laughs]

Ray: Here's the deal. Instagram actually, I did some research. It is the most engaged social media platform. The most engagement from your audience. The people who follow you, and you're most likely to sell things to people on Instagram. I have verified this myself by buying things on Instagram. Usually gadgets, because they show a little video of some gadgety thing and I'm like, "Hey, what's that?"

Co-Host: It's interesting because I actually haven't purchased anything off Instagram, whereas I've purchased many things off Facebook.

Ray: I've purchased things out there too. Even if you're on board Facebook and you say, "I don't need to do the Instagram thing." Yes, you do. Remember, you're not too old to learn something new, and this is where it's at. That's where the action is, Instagram. In fact, don't just stop with Instagram. Also download IGTV, Instagram TV. This is where, now, follow along with me old people.

Co-Host: [laughs]

Ray: Once upon a time, you couldn't put video on Instagram, then you could. I think it was 10 seconds. Then it went to one minute. Now you can put two minutes in your feed. Then they've created Instagram stories, which is a whole different story. 15 second segments, you can put together a whole story in a day, but now, Instagram

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TV lets you go for 10 minutes to start with, and if you have 10,000, I think it's 10,000 followers, or if you have a super high engagement, they'll let you go up to an hour.

Co-Host: Oh, wow.

Ray: It's like YouTube was in the beginning. This is going to be huge. This is their answer to YouTube in fact. Right now, the field is wide open for you to build up an audience, so I don't care. I know you don't understand how it works. You don't want to fool with it. Nobody cares about what you had for breakfast. First of all, wrong. [chuckles] People do care what you had for breakfast. There's proof of it on Instagram. People love to know what you had for breakfast. They love to see pictures of it, so stop saying all those cliché things that make you sound old and just start using it. That's how you learn it by the way. You just use it. You make mistakes. Do it. Don't argue with me.

Don't be the person who hates correction, who is stupid.

Co-Host: [laughs]

Ray: One quick announcement coming up at the end of August, is a little workshop we call *Copy writing is a million dollar business*. We're about halfway sold out. We only let 12 people into this workshop. It's all about how to build a writing business or any really, any kind of service-based or small, like army of one type of business where you can make a million dollars in revenue. Then, we're also going to be focusing on how you keep more of it, because that's the lesson we've been learning as well. It took me 10 years to get \$2 million a year. It did not take me 10 years to figure out, I want to keep more of this money.

We've done this three times now. I think, three times, and people love it. They rave about it. This is me really opening up my books and showing you how I do it, and how you can do it as well. I can't promise you to make a single dollar, because it's business. I mean, come on. You're older than those starry-eyed dreamers, so you know business entails risk, but I can show you what worked for me, what works for my colleagues, and some of my students, and you can make your own conclusions.

Check it out if you're interested in building a million dollar business based on your knowledge, your experience, your wisdom, if especially if you're a writer, and you think I can't make any money writing. That's bullcrap. Go to rayedwards.com/copymillion C-O-P-Y-M-I-L-L-I-O-N. If there are any seats left, you'll see information there. If there are no seats left, you'll see wa wa wa.

Co-Host: No

Ray: Sorry.

[recorded]

Announcement: And now, our feature presentation.

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[music]

Ray: Five reasons you're not too old to start a business, to start a YouTube channel, to start an Instagram feed, to start anything really, anything new. To start writing books, whatever. When people tell me they're too old, I just think they're making an excuse. I think that they don't want to run the risk or maybe they're tired. I get that, I can get being tired, but I've noticed that when people get excited about something, they're doing it seems to drop away. Like, if the bus is coming to take us around the casino, hey man, I got energy now. Look, if you are a person who wants to start your own thing, like your own online business, which is something I focus on a lot, or you're on your own brick and mortar business, maybe a coffee shop.

I had to ask myself the question when faced with the opportunity to invest in a coffee shop, am I too old for this? So this hits home, I lived this. For the Internet thing, I was like, it's second nature because I've been doing the internet stuff so long it doesn't intimidate me, investing in a coffee shop intimidate me. You remember I wasn't a pushover.

Co-Host: No.

Ray: Do you think I was going to do it?

Co-Host: Yes.

Ray: Were there moments where you doubted it?

Co-Host: Well, it took some work.

Ray: [laughs] Let's have honesty time here, do you think that any point in my resistance was based on the fear that I was too old and it was too late in life to do something like that?

Co-Host: Well, yes you said that at one point.

Ray: You think that was true or was that?

Co-Host: No, it was fear, you totally just said that that's what you were afraid of.

Ray: So, it was an excuse, I was using it as an excuse.

Co-Host: I think I even said something along the lines of-

Ray: Don't make this decision based on fear.

Co-Host: Yes, it seems like you're letting the fear of your age and your disease make a decision for you.

Ray: That really pissed me off. It was true. When I thought about it, I didn't react to that, well, I did react to it, but I did not make my decision out of reactivity. I made it

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out of thinking through what you said and I realized I'm using this as an excuse. If I can just say logically, I choose not to do this for the following reasons and not be ruled by the fear, that would have been an okay decision, I think.

When I remove the fear from the equation, I realized there's no good reason not to do this. In fact, if it's everything we've talked about strategically with our business, so we did it. What I'm trying to say is I understand how you feel right now if you're thinking about starting something new. There are five good reasons I'm going to tell you right now that you're not too old or you're not too sick.

Now look, If you're confined, you can't move, you're incubated, obviously, let's don't be ridiculous. I understand that if you have those challenges, I'm talking about anybody who could reasonably be expected to do the work to start a business if they wanted to. Don't send me hate mail, or go ahead and send me hate mail, I'll either ignore it or make fun of it. Reason number one, you're not too old to start something new. In fact, I think I should retitile this list. Five good reasons you should start a new thing, especially if you're old.

Co-Host: There you go.

Ray: Number one, you have knowledge. Now, I did something interesting. I just reeled off this list when I was sitting down to write the notes for the show and I thought, words have a precise meaning. I'm going to look up each one of these words to see what they mean. This turned out to be a really good technique.

You have knowledge as an older person, knowledge is defined by the dictionary as facts, information, and skills acquired by a person through experience or education. The theoretical or practical understanding of the subject. You have knowledge, you have more knowledge than people who are much, much younger than you.

You may be watching some guy on youtube doing backflips off the side of a boat and that's his business making money, making those videos. Don't fool yourself into thinking that's why you're not going to start an internet business because you can't do backflips off the side of a boat. First of all, who told you can't do that? Okay, maybe it's not a good idea. My point is this, that's just an excuse, you have knowledge.

Here's what I see. I see people who are 50 and up saying things like, well, the people who are younger than me, the millennials, they understand all this stuff, they have an advantage over me. I'm saying, well, maybe in one way, and that way is they're more open to adopting new technology, that's the one advantage. Maybe they have a little bit of youthful energy and zeal. Maybe they have a little bit of youthful stupidity, but would really to do stuff that-

Co-Host: They may have some youthful energy, but 99% of them are unguided and don't know what they're doing with it.



Ray: You support my argument very well. My point is, you as a 75 year old who wants to start a business, you have a big advantage over most of the people. You have knowledge. First of all, you have facts, information, and skills that you acquired through your life's experience, which leads to the second thing you have, experience.

Now, experience is defined by the dictionary, here's the precise meaning of experience, practical contact with and observation of facts or events. If you're 75, do you have more or less of that than somebody who's 25?

Co-Host: I would hope more. Otherwise, well, there are some questions that need to be answered.

Ray: Well. Sure, there is that old cliché that, "Do you have 20 years experience or do you have the same year of experience repeated 20 times."

Co-Host: Yes.

Ray: Only you can answer that question. Let's assume you have the experience, the further definition of experience is the knowledge or skill acquired by experience over a period of time especially gained in a particular profession by someone at work. Especially, if you're starting a business based on what you know already, which is something I recommend, this is a mystery to me, people want to start an online business, and they've been an attorney all their life. They suddenly want to not be an attorney anymore. They don't want anything to do with that. They want to be a flower arranger.

Co-Host: Well, that's because and this is, I think, part of it is because they think the internet is magic.

Ray: Oh, we're going to get into magic.

Co-Host: They think that somehow it's magic. Because it's an online business, I don't need to have the same level of experience or expertise as a brick and mortar shop.

Ray: [unintelligible 00:26:07].

Co-Host: Someone might not consciously think those things, but that's definitely the perception.

Ray: Yes, that's definitely what's going on. We see it in the workshops people come to, they think they're going to get some magical power. Nope, it doesn't work that way.

Co-Host: Then, it somehow because it's online and you don't need a physical structure-- I don't know how people-- How they do it in their minds, but it's almost like they can get away with being less knowledgeable in something.



Ray: My thought is, "How can you use the experience that you have-

Co-Host: Right. That's the better strategy.

Ray: It doesn't mean you have to be an attorney practicing the law, but can you use it to do other things? We have a buddy named Ernie.

Co-Host: You have to offer value to people. If you don't know anything about the subject that you want to start, you're not going to be able to offer much value to people in that field.

Ray: Why would you take the decades of experience that you have and just throw them away. Our friend, Ernie, the attorney, Ernie Svenson, decided he wanted to do something more than practice law, he wanted to teach other attorneys how to be more effective in their practices. He had developed all of these automation strategies and things that make running a small practice a lot easier, and that's what he does now. He teaches other attorneys how to have a better life.

Co-Host: Right. Some of the stories he tells about, like other attorneys scrambling to do all this stuff with their archaic physical products, and he does it in two minutes, and then-- At one point, he took a nap. It was some judgment. He was in a case, and they had to take a two-hour break or something-

Ray: He just took a nap?

Co-Host: Because he was able to-- Yes, because he had learned how to automate so much of his stuff that he didn't have to do all the work that the other attorneys had to do on the other side of the case, and so he took a nap.

Ray: Yes. We'll put a link to Ernie's site in the show notes for this episode, so you can see what we're talking about. That's an example of taking the stuff that you know through decades of experience and not doing the same thing but turning that experience into something useful for other people online.

Co-Host: Right.

Ray: All right, the third thing you have that many other people, younger people especially, don't have as much of possibly-- Now, younger people listening to this right now, if you're 25-30 and you're going, "Wait a minute, I've got knowledge, I've got experience, I've got the other thing you're about to talk about," yes, you may be the unusual case, you may be the exception that proves the rule, and bully for you if you are because I was that guy. I think you are that guy.

Co-Host: Well, we're not saying that 25 and 30-year-olds don't have knowledge and experience and don't have input on things that can add value. Obviously, they do. They're all over. They're making a living.

Ray: Yes. We're just trying to stop older people from using their age as an excuse.

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Co-Host: Right. It's just that an older person is going to have a lot more of that.

Ray: Yes. Assuming that they-

Co-Host: Right. Assuming certain-

Ray: They've used their brains.

Co-Host: Right. They've lived a good life.

Ray: It doesn't mean you haven't made mistakes, but it begs the question, have you learned from your mistakes?

Co-Host: Does your life look the same it did 20 years ago?

Ray: If it does, unless it's perfect, you might want to rethink that. Okay, the third thing you have is wisdom. I'm always saying this phrase, "Use your knowledge, wisdom, and experience." I never really sat down and looked up the definitions before, and now, I'm so pleased that I did because I found out I've been very, very right all along.

Co-Host: Hey.

Ray: Wisdom is defined by the dictionary as the quality of having experience, knowledge, and good judgment. The quality of being wise. The soundness of an action or decision with regard to the application of experience, knowledge, and good judgment. That's what wisdom is, and if somebody who's in their 50s, 60s, 70s, 80s, 90s, you surely have wisdom.

Co-Host: I would hope so. I would hope that the last 50 years haven't left any-- I would hope they left some valuable lessons on you.

Ray: Yes. Wear those scars with pride. These are three advantages you have. Number four is, you have resources. Now, I look this word up too because words have precise meanings. Resources, a stock or supply of money, materials, staff, and other assets that can be drawn on by a person or organization in order to function effectively. What do you have as an older person in your 50s to 90s, or even in your 100s? Would that be your centennials?

Co-Host: I guess. I don't know.

Ray: You probably got any or all of these things, money, connections, and time. Now, maybe you say, "Well, I don't have any money. I lost all my investments," or whatever, blah, blah, blah, blah, blah. You've got connections. You know people. You've got time. You have more time on your hands than the young whippersnappers do. You've got the resources of all the things we've mentioned already, knowledge, experience, wisdom. The question is, how resourceful are you. To be resourceful means you're able to take advantage of your own resources.



You have that above your competition. You're younger, more energetic, more technologically savvy competition, so-called. The fifth thing you have, the fifth reason that you should indeed start a business or whatever because you have an advantage over younger people is, you have the advantage, which is defined as a condition or circumstances that put one in a favorable or superior position.

Think about it. Think back to when you were 25, and some grizzled veteran of the business wars, 70-year old guy or lady who has built an empire and retired decides suddenly they're going to get into your business. As in they're going to start a competing business, not get into your business. You know what I'm saying. They're going to start a competing enterprise. Wouldn't you have been a little bit nervous about that? You would be like, "Man, that guy, that lady knows what they're doing. They've got money. They've got connections. I better step up my game or get out of this thing."

Find a new racket. Yes, see. The five reasons you're not too old, that you actually have the advantage and you should start this new thing immediately, number one, you have knowledge, number two, you have experience, three, wisdom, four, resources, and five, you have the advantage. I've got some action steps for you. I'm just building you up, giving you encouragement. That's good but I'm going to encourage you then I'm going to kick your butt out the door. Go out there and do something with the encouragement for it to amount to something.

Three action steps. Number one, stop using your age as an excuse. When you hear that stuff coming out of your mouth, "Well, I'm old, kind of tired," okay, well, then take a nap and then get back up and go to work. Stop using your age as an excuse. If you just don't want to do it because you're too lazy, just say so. Be honest about it. Just have integrity with your identity of being lazy. Number two, action step. Start living on a 25-year timeline. I don't care if you're 70.

Think ahead and think, "What if I live another 25 years? What am I going to do with those hundred quarters?" You might say, "Well, that's not likely that I'm going to live to 95." Really, how do you know? First of all, we're living longer than ever before. Secondly, we're continually developing new treatments and therapies for different diseases. Genetic treatments, things that I believe we're going to start to see massive diseases just wiped out overnight because we're going to learn these genetic treatments. They're just going to vanish. It would be like when we came up with the smallpox vaccine. It's going to be like, "Wow, that's gone now." Except for the weaponized version.

Co-Host: Right. The one we made. [laughs]

Ray: Yes, that one. Let's not get into that whole conspiracy theory thing. Now listen to me. I'm speaking as a person who's 52, who has Parkinson's. I'm looking at a 25-year timeline for my career. That's not what my neurologist tells me to do. I figure, look, every week I read some new development in genetic medicine about they're advancing in a cure or revolutionary therapies for Parkinson's, for Alzheimer's, for



MS, for cancer, for fibromyalgia, you name the disease. We're going to see a massive change in this landscape of healthcare.

I'm counting on that stuff to give me another 25 years, at least. Thinking of a 25-year timeline, that will make you think forward to the future, instead of thinking you got one foot in the grave. Thinking like that will make it true. I have to give credit where credit is due, this whole 25-year timeline thing, I have to give credit to Dan Sullivan, who's the first person I heard talk about this, and he's like, 78. He's got 25-year plan. I think he's actually going to do it [laughs]. I think he's just too darn stubborn to die.

Co-Host: [laughs].

Ray: Number three, learn modern media instead of criticizing it. I don't just mean learn it theoretically, I mean, get me an Instagram and show us what you have for breakfast before you have it. Or whatever, whatever lights you up, just go ahead and do that. I'm saying use these technologies instead of grapping and moaning about, "He's always taking selfies." Well, it's because I've done some research into this on my own Instagram account. I took lots of beautiful pictures like landscapes and architecture and I posted those. Varied little reaction. Anytime I post a selfie, in case when it goes sky rocketing. Why is that? People want to see other people. Maybe you don't like that ones where they're always making themselves look beautiful or glamorous. Well, then be your real self. My point is that, it doesn't matter to me what content you put on there, just get on there and start using these stuffs because this is where it's happening. This is where-- Look, old media is dying. Radio, newspapers, magazines, it's dying. The gatekeepers are a relic. You are now your own gatekeeper. As Seth Godin says, "Give yourself permission because you're the only one who's holding you back." There you go.

Number one, stop using your age as an excuse so, no more that language. Slap yourself if you hear yourself saying something like that.

Number two, live on a 25-year timeline. I mean, seriously sit down and make a 25-year plan.

Number three, learn modern media and use it instead of grappling about it. There's more to it, but this is how you get started. That's what I got for this week.

[music]

Co-Host: All right, if you find the show helpful, please subscribe to it in the Apple Podcasts Directory. It help with-

Ray: Rankings.

Co-Host: - rankings.

Ray: Visibility.

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Co-Host: That's by other people.

Ray: Discoverability, they call it.

Co-Host: Yes, know about it." Leave your review, those are always nice and helpful. If you'd like the transcript and show notes, please go to rayedwards.com/347

Ray: I've got a quote worth to note.

Co-Host: All right.

Ray: Gabriel Garcia Marquez said, "It is not true that people stop pursuing dreams because they grow old. They grow old because they stop pursuing dreams." See you next week.

[music]

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[00:37:58] [END OF AUDIO]