



The Ray Edwards Show, Episode 352

The Critics Get A Response

Automated Voice 1: The Ray Edwards Show. This is the podcast for prosperity with purpose.

Ray: This is the Ray Edwards Show episode 352, unplugged at the Davenport Historic--

Sean: Technically there are still a couple of plugs.

Ray: You're always with the contradictions.

Sean: It would be very hard to record a podcast without any plugs.

Ray: Like what you're born to do.

Sean: Do you know about the mechanical television?

Ray: No, but I have a feeling I'm about to learn.

Sean: [laughs] I just watched a documentary on a bunch of failed inventions and it blew my mind that there was an entirely fundamentally, technologically different way to do television that ran concurrently with the cathode ray for a while.

Ray: Cathode ray tube, by the way, is where we got the term CRT which is what the big monitors used to be made out of.

Sean: Right.

Ray: They're the big heavy clunky with the glass screen.

Sean: Yes, that could kill you if they were big enough and would fall.

Ray: Back in the days of rotary phones.

Sean: Right, right, yes. Oh, man, those tvs. You'll still find them sometimes in pawnshops or garage sales [laughs].

Ray: Mechanical TV, let's get back to that.

Sean: Oh yes, mechanical-- it used a spinning wheel with pinholes in it.

Ray: Did Rumpelstiltskin operate it?

Sean: You know, I still don't really understand how it worked.

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Ray: A spinning wheel with pinholes.

Sean: I still don't fully understand how it works so I do think there is some sort of dark magic involved. It would shine-- the camera would take the light in just like another camera, and it would shine it through the spinning disk into this one spot with these holes in it. It would create some electrical impulses that would then transfer along a cable to the receiver, the tv, which also had a spinning disc in it which would then turn those impulses back, it would project those dots on to the screen.

Ray: Why didn't that work? Why didn't that become popular?

Sean: The first ones were horribly low rays, but they said in the 50's a guy came up with a technology that produced a clearer, better, color image than CRT's at the time and they showed it and it was. It was amazing. Although it was loud because it had to have a spinning wheel in it-

Ray: A spinning wheel.

Sean: -for it to work. It's one of the reasons it didn't-- but the thing that blew my mind was there was a fundamentally different way to do television. Even the signal had to be different than what you sent for CRT. It made me go, "How many other fundamental ways are there to do things that we do today that we just haven't thought of?"

Ray: Tesla invented a fundamental different way to transmit electricity from one place to another, through the air.

Sean: Right.

Ray: We're still trying to-- the government is covering that up.

Sean: Actually, someone just-- they made a-- I sort of read an article. They did a-- I can't remember the distance but they made a record of how far they beamed electricity.

Ray: That seems like it has some inherent risk.

Sean: I know it seems scary that sort of thing. Speaking of Tesla, have you read that thing about how they predicted the cellphone? The modern smartphone?

Ray: No.

Sean: I can't-- in 1926. Here it is. "When wireless is perfectly applied, the whole earth will be converted into a huge brain which in fact it is, all things being particles of a real and rhythmic hole." Well, that's an interesting philosophic statement that we won't get in to. Here we go, here's the important part, "We shall be able to communicate with one another instantly irrespective of distance. Not only this but



through television and telephoning, we shall see and hear one another as perfectly as though we were face to face despite intervening distances of thousands of miles. The instruments through which we shall be able to do this will be amazingly simple compared with our present telephone and man will be able to carry one in his vest pocket."

Ray: Did he really say that?

Sean: 1926, Nicholas Tesla.

Ray: Is that just a meme like the quotes that Abraham Lincoln said about the Internet?

Sean: I'm pretty sure it's real. I haven't Snopesed it, but we also know that-- now we also know that Snopes is ran by two people.

Ray: Well, so?

Sean: It's not like this.

Ray: You know how I feel about committees.

Sean: [laughs] Oh, it is. It's from an interview he did, so it is a real quote.

Ray: It says on the Internet it's from an interview, so it's true?

Sean: No, it says on Snopes it's from an interview.

Ray: But that's only run by two people.

Sean: I'm just saying, if so many people want to use Snopes and they're like, "Snopes is the arbitrator of everything that is true. They can never be wrong.", just remember, it's run by people that make mistakes.

Ray: It is the arbitrator of everything that's true? I have questions for Snopes.

Sean: [laughs] Well, people treat it that way.

Ray: Speaking of questions, I saw the most fascinating debate on YouTube between Peterson, what's his first name?

Sean: Jordan.

Ray: Jordan. I like him so much. How can I not remember his first name?

Sean: I don't know.

Ray: Getting old sucks [laughs]. So Jordan Peterson and Sam Harris, and I'm sad to say there is a point at which I felt like Peterson kind of lost track. I don't want to say

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too much because if you watch it you need to absorb-- there's no way I can sum up an hour and 46 minutes long debate between Jordan Peterson, who's arguing on behalf of religion, Christianity in specific, and Sam Harris who's arguing against religion saying, "We should not have it. It's a bad force in the world."

Very intelligent, very well-spoken guys, very civil debate but it was a debate, and I was super happy with it until Jordan Peterson got into some circular thinking about the text of the Bible. He was, at that point in the argument, not able to defend his position from an objective standpoint. That was kind of a letdown.

Sean: Bummer.

Ray: But it was a great debate. Why didn't we have that? The arbiter of all it's true. Sam Harrison and Jordan Peterson, those are the two guys that run Snopes. I did an episode without you last week, it was sad. After I finished weeping I did the episode.

Sean: Was your voice hoarse from crying so much?

Ray: It was, it was hoarse from crying so hard and the notes that I made for the show were smeared with my tears.

[laughter]

It was very sad. I played some sad music and drank a lot of bourbons, but then I recorded the episode, which turned out remarkably good.

Sean: Hey, there you go.

Ray: It was about the most expensive training I've ever taken and why I don't recommend it. I don't often speak about trainings and say, "Don't do this, this is bad." I feel like if I just talk about the things at work that are good, that's statement enough. I don't need to publicly deride somebody's product unless it's hurting people and I feel like somehow I'm supposed to be the defender of the innocent. Okay, I'm getting off track.

The most expensive training I ever took, this was the hook and the answer to that question was, it was trying to do things myself by trial and error instead of learning from those who came before me. So I talked about expensive trainings that I've taken that have been beneficial and I've gotten some pushback in messages through the various forms of the Internet's-- from people who say-- Here's some of the argument that I'm getting back from people. "You don't need to pay for expensive training, you can just learn this stuff for free through books on the Internet and the YouTubes and what-have-you."

Sean: Those YouTubes.

Ray: It's true but these same people-- some of these people are academics.



[laughter]

Sean: Oh god.

[laughter]

Ray: My question is, first of all, you work for an institution that charges people \$100,000 and several years of their life to learn stuff, that's an expensive training.

Sean: Right. I'm just going to say this and this is going to piss some people off.

Ray: Good.

Sean: I went through public education, I went through a state school. We had to pay for part of the tuition at the state school not all of it.

Ray: That's where I got that number from.

Sean: Right. I am an advocate of education and people being educated and living in a society where people go to school and they learn things. I am not an advocate of paying for that through property taxes, which is where all state-funded education gets paid for, which basically means if you do not pay out a portion of what your private property is worth to the government so that other people can go to school, so that you can pay for other people's education, they will come and seize your land and throw you in jail and sell your land to someone else.

Now, what does that sound like? Serfdom. You don't own your land, you don't own your property, because if you don't pay a portion of it out-

Ray: Then your Lord will come and remove you from your land.

Sean: -then your Lord will come and remove you from the land that he actually owns, that you don't own, that he owns.

Ray: It's his land, you're just living on it.

Sean: Right. If you pay any sort of property tax, you're being forced to pay for this public education system whether you want to or not, which means your neighbor is being forced to as well.

Ray: You're just pushing me further and further into the idea of moving to Idaho.

Sean: Well, so then-- and this is what I've said, I love teachers, I love the idea and I want to find a way to make this all work, but here's the damning truth. It's blood money. If you're getting paid to be a professor or a teacher from public education, it's blood money. It's being taken from people by force at gunpoint. You're being paid by blood money. That's what it is. If you don't pay your property tax, these men with guns will come and force you to.



Ray: Yes, but you're just being extreme. You're just using an extreme example that doesn't really happen. Probably one of those Ayn Rand fringe nuts.

Sean: There's that great quote from John Green, and I like John Green and Mental Floss and all that sort of stuff where he says, "I support and choose to pay into the public education system because I believe its a value to live in a society where people are educated." I applaud that quote and I support it and I personally would pay to support public education so that everyone can get an education. That is not an argument to force your neighbor to do the same thing by voting for that as a law.

Because when you vote for something as a law, let's just put this where it is. I heard it put this way at one point, if you are not willing to personally support a law at gunpoint, if you see an individual on the street violating the law that you are voting for, would you personally be willing to feel the conviction to walk up to them with a gun and to force them to comply or willing to pull the trigger if they do not. Because if you're not willing to do that when you vote for that law, you are asking the government to do that on your behalf.

Ray: Let's take a left turn or a right turn depending on how you want.

Sean: Depending on how it is, I got it [laughs].

Ray: Okay. So that's true. I actually agree with all that. Then the comment I made about fringe I was being right. I was making fun of people who say those kinds of things. Just so we're clear that I was ridiculing a certain group of people. Not the group you thought. My point is and there is a point.

Sean: Where you're talking about academics.

Ray: I was talking about the fact that many of these academics that are contacting me saying, "You are encouraging people to spend money on trainings that they really don't need. They can find this information elsewhere." Probably in the library stacks. Some of their papers. Let's talk about that for a minute. These people are writing papers. I just recently discovered how this whole system works. To be an academic, there's a saying, it's publish or perish. You have to keep publishing to keep at the forefront, so you get funded and they don't stick you in a closet in the basement somewhere at the university. They publish papers and the library system is compelled to buy their papers.

Sean: They have to?

Ray: Yes.

Sean: And what's funding the library? [laughs] Anyway, keep going.

Ray: We are. And here's the thing, 99% of all the papers written in the last 10 years have not been cited by any other paper. What this tells us is, nobody is reading them.



Sean: No one's reading them.

Ray: So they're publishing a paper the library system is compelled to buy-

Sean: Which we're funding through taxes.

Ray: -and nobody reads the papers.

[laughter]

Sean: Oh my gosh.

Ray: If you are in academia, please do not contact me and argue with me about my recommendation that people bypass your criminal system and go directly to a source where they can get education that actually has a practical application. I really want to put this wrap around there because I went to a state school and I loved it and I recommend its amazing experience. I believe it has a place, I believe that culturally it needs some changes because really right now what most of those programs do is they just train you to become a college professor and nothing else. You can publish papers and you get paid for it, nobody reads.

Sean: Yes, "Paid for." I loved it and I recommend it. I just uproar the way that it's funded right now and I believe it's immoral and unethical.

Ray: Yes, agreed. Let's set that issue aside for a moment and talk about why I am still an advocate for paying for specific education training that you need in your business, in your profession or just in your personal life. Maybe you want to pay for a clinic that you go to for a week that's five or ten thousand dollars that helps you improve your golf game. Here's what it comes down to. How important is the education to you? How important is your time to you? How much money do you have?

If you have more money than you have time available, it makes total sense to pay the big ticket price to learn the thing you want to learn in the shortest amount of time and bypass all the trial and error and mistakes, and the increasing likelihood that you'll give up on the thing you're trying to do. I think that people get upset about this industry that we're in. I don't know what to call the industry that we're in.

The thought-leader industry, the teaching, the online training, I don't know how-- there's not a name for it. Let's just call it the online education-- that's not even it.

Sean: [laughs] It's not.

Ray: If you're teaching people stuff and you charge for it outside the system of academia.

Sean: You're predominantly online [laughs].



Ray: Entrepreneurial education.

Sean: There we go. That's a good term.

Ray: People are critical of this industry because they say, "Well, you're just talking people into spending a lot of money for information they could get cheaper." Yes, but they don't. They make huge mistakes that cost them huge amounts of money. This industry, I have invested a lot of money in different trainings about marketing, about copywriting, about self-development, self-improvement programs, personal enrichment retreats, things like this, and not all of them have been great.

Some of them, I felt like, "Well, I probably wouldn't have invested in this if I'd known it was going to be like this." I always am able to take away at least one distinction that makes it worth my having invested in that thing. I think that's up to the individual to make that decision that no matter what, no matter how bad this is, I'm going to learn something from this experience. That's going to make it worth my having made this investment. Herein lies the second problem that gets brought up to me in many of the kind, gently, corrective emails that I receive from people.

Sean: Are they generally kind and gentle?

Ray: No, generally, they're snarky and mean-spirited and hateful.

Sean: Just when people on the other side of a screen, they feel like they can just be total--

Ray: Yes.

Sean: They'd say stuff to you in an email they would never say to you in person or might not even say to another human being--

Ray: Correct.

Sean: --even behind your back.

Ray: Correct.

Sean: But they feel okay and justified doing it in an email.

Ray: So the accusation is, you're taking advantage of people. We're at the Davenport Historic Hotel, we have a copywriting as a million dollar business workshop that we're doing, we've got 11 students here and they each paid \$5,000 to be here. Some people would say, "Well, that's--

Sean: Ridiculous.

Ray: --that's ridiculous. You're just--"

Sean: Just conning people. You--

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Ray: But we've seen time and time again, people come to these things and build six and even seven-figure businesses out of them. We don't promise anybody that result, we're very clear up front, we can't promise you this is going to happen.

Sean: We can't think and work for you.

Ray: We can tell you what has worked for us, and then you can take it and do what you will with it. I actually used to have a lot of anguish and angst over this. The people that came, that despite whatever I say, I can-- I say in every marketing piece, at some point I say, "Don't get your last \$5,000 to come to this thing. Don't use the last five grand on your credit card or take out a second mortgage in your house. Don't do that."

Sean: Yes, don't make this like your last-ditch effort.

Ray: But somebody always does. It used to really bother me and I used to feel like I'm responsible for that. But I've changed my thinking on this because I've really thought it through and I realized I was the guy in the early years in many cases that the people running the event thought that about me.

Sean: Oh, interesting.

Ray: I actually had people ask me, peoples--

Sean: Peoples--

Ray: Yes, peoples asked me, "Is you good at grammar?"

Sean: [laughs]

Ray: "Is you good at writing?" "Do you write good words? Because you could be a writer. Make money at it." But I had people who were-

Sean: We're from the southeast so we can do that.

Ray: -concerned-- yes, well, it's okay. We can talk about our own people.

Sean: Yes [laughs].

Ray: It's not racist. I had people ask me, "Do you feel like this was a good investment for you? Is this the best thing for you to be doing?" It made me angry. I felt like, "Who are you to tell me this is not going to work for me, that I can't make this work?" I've been thinking through this over the last year with more intense. I've thought about it all throughout the years that I've done this. I have come through various stages.

There was a stage where I was like, "It's my responsibility to make sure nobody is investing in this who shouldn't." I asked lots of questions. I actually sent people their



money back. I had a few people get upset with me about that. This is what made me think about how I feel about it. Which is, “Don’t tell me what I can’t do.”

Sean: Okay, John Locke [laughs]. Not the author of the *Treatise Government*. I do like that John Locke quite a bit.

Ray: But the John Locke on the island.

Sean: On the island, yes [laughs].

Ray: Let’s turn the wheel and get back on--

Sean: [laughs] All right Smokey.

Ray: Why don’t you just--

[crosstalk]

Sean: [laughs]

Ray: Oh God, I love that show.

Sean: The show was so good. I don’t think it will be good now. I think if we went and watched it now, it would really be ridiculous.

Ray: I can’t go back and watch-- I’ve tried to go back and watch it.

Sean: No, it’s ridiculous.

Ray: I can’t watch it. Sadly, the same thing is true of *Breaking Bad*.

Sean: I bet. It’s like a phenomenon. Once you’re through it, it’s--

Ray: I tried to go back and start watching it again. I realized I can’t do this again because it’s--

Sean: But it’s so good. I was talking to someone recently who had never seen *Lost*. I was like, “I’m sorry. I wish you had experienced it while it was a phenomenon, because I don’t think you can enjoy it now especially because so many shows have ripped it off.”

Ray: Yes.

Sean: Especially the first show that every episode was a cliffhanger.

Ray: Yes.

Sean: Yes, where were we [laughs]? People, don’t tell me what I can’t do.



Ray: Yes. I go overboard to let people know I don't have a magic pill for them. I don't have pixie dust I can sprinkle over--

[crosswalk]

Sean: You don't have a magic wand that's going to make you instantly successful.

Ray: No. I can teach you principles and tactics that you can use to become more successful at things that I know how to be successful at. It's not my responsibility what you do with that information. It's my responsibility to communicate to you clearly not in a deceptive way that I'm going to teach you these things. It doesn't guarantee you will be successful, but I believe it increases the likelihood that you can be.

Sean: You'll clearly say, "This is the value that I am going to render you. Is it worth?"

Ray: At that point, it's not my job to judge whether the person is worthy to be there or not.

Sean: No. If they deem it valuable enough, that's their decision.

Ray: Because quite often the people that I think are not going to be successful are and the people I think are going to knock out of the park don't.

Sean: Yes, it's been interesting over the last few years to see the predictions and the crapshoot that will occur over [laughs] who would succeed and who would flounder.

Ray: We had people come through some of our programs that I just thought, "This guy or this lady is a winner. They are going to take this thing and just--

Sean: They could never get off. They could never do what they needed to do.

Ray: They would get started.

Sean: Yes. They will just come up with a bunch of ideas.

Ray: This leads to the discussion about the idea we had yesterday.

Sean: Yes [laughs].

Ray: Let me set this up.

Sean: [laughs]

Ray: At every one of these workshops we do--

Sean: This isn't at all presumptuous [laughs].

Ray: At every workshop that we do, the prices vary from five to ten thousand dollars.

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Sean: Once again, before you get to that, I just really want to say I think-- is it David Robertson from Ohio that's come a few times?

Ray: Yes.

Sean: He's a great example because he came to one of our first meet-ups at Revel 77 after we bought the shop, and it was--

Ray: From Ohio-

Sean: From Ohio.

Ray: -for that-- that was the only reason he made the trip?

Sean: Yes. There was no other workshop or anything like that. I was like, "I can't believe you came all the way out here just for this, an hour and a half--" He was just hanging out at our coffee shop. I can't remember the exact number. I think it was 35. It was something like that. He was like, "Well, Copywriting Academy helped me make \$35,000 on my last launch. I figured it was the least I could do." I was like, "Well, I know how much Copywriting Academy is." He made a multiple of his investments [laughs]. At that meet-up, he said, "This changed my life."

Ray: Right.

Sean: I'm not saying you have to be like, "Look at how great we are." I'm saying that the information that we provide can be worth multiples.

Ray: It's up to you to do something with it. It means if you go to a state school, you pay a \$100,000 for your degree if you're working at McDonald's five years later that's not the school's fault.

Sean: No it is not. Okay. So set up the idea.

Ray: People come and they pay five to ten grand, and we've done this copywriting as a million dollar workshop-- as a million dollar business workshop thing that we do. This is the third one or the fourth one?

Sean: The third one.

Ray: Every time we do it, there's somebody in the room who even though it's clear-- there's no way to misunderstand what this workshop is about, it's about making money as a copywriter, right? There's always at least one person in the room who has no intention of being a copywriter so we ask them, "Why you are here?" "Well, I just wanted to get some ideas and I knew that I wanted to spend some time with you."

Sean: And other people in the room.



Ray: People who were here, the other people who attended the meeting. I just felt like I could get benefit from being here which is awesome.

Sean: Yes, that's great. It's a lot of money to spend.

[laughter]

Ray: We had an idea, maybe we should just have a conference or a workshop that's five or ten thousand dollars that's just for people who just want to come hang out and we'll talk about whatever. I think the working title is a workshop about nothing and if you want to secure a ticket, send an email to support@revels.com and Jenny will get you set up now.

Sean: No, to be fair, when we were joking around with this idea, it wasn't just going to be a hangout. There was like, we talked obviously about entrepreneurial things but it wouldn't-- because there so often so many people that just want some ideas and just want to beat something around or get feedback that it's like, okay, well this is one of those.

Ray: This led to the discussion about that some people come to these things because they have a lot of disposable income or wealth and they really do just want to come hang out with like-minded people.

Sean: They do and there's nothing wrong with that.

Ray: That's okay.

Sean: That's a good thing. That's a natural desire and people pay a lot of money to do that. Country clubs.

Ray: Yes, exactly.

Sean: I mean, people pay lots of money to be part of groups and to be around like-minded people.

Ray: Well, Tony Robbins has a mastermind group that is \$100,000 a year and there's hundreds of people in it. I've talked to several people who are in that group and almost all the people I've spoken with about it say the same thing. "Well, I've really pay for it just so I can hang out with Tony and the people that he brings into that room." All these people are successful. They know why they're in the group. They're not looking for a guarantee of certain amounts of income that's going to come out of being in the group or some magical transference of Tony's superpowers to them, and that's okay too. I mean, it actually makes it a lot of sense. If you want to network with people who are at your level or above. I had a teacher early on his name was John Childers. He's Tracy Childers' dad. Tracy Childers. Love you, Tracy. John Childers taught me. He said he's from Mississippi now.



Let me tell you, there's two ways you can get into the bigger circles of people. You can earn your way in or you can buy your way in. I recommend buying your way in because it's faster.

Sean: Well, I was going to say because I don't want to spend however much, \$50,000 or whatever, to go hang out with all of these groups but if Ayn Rand was still alive and I could go and be part of a 20-person group that hung out with her periodically or regularly, I would pay a lot of money to do that.

Ray: That's an interesting perspective, what about Leonard Peikoff?

Sean: Maybe. I actually would. Maybe not as much, but yes, I would write a big enough ticket to go and be able to just hang out and be around, watch them do what they do and ask questions and have special little times of learning. You know what I mean? Like a little apprenticeship or whatever program, a workshop or whatever. I would do that because I would find value in that time and being I have so many questions and thoughts and ways I want to think about things and it would be so nice if someone who actually knew this philosophy in and out I could bounce some questions off of and it would totally be worth a price that some other people would balk at to me just because that's how much I value their input and perspective.

Ray: And these people that often are saying these things to me think nothing about paying fort or fifty thousand dollars for a bass boat or whatever kind of boat costs

forty or fifty thousand dollars. I don't-- I'm at price bass boats' liberty.

Sean: Have you priced boats?

Ray: I've looked at boats, but not bass boats. I'm not a bass boat hunting blind camel kind of guy.

Sean: You're not.?

Ray: No, it's not me. It's not my bag baby. This actually is a fresh perspective for me. It gives me a feeling that I want to convey in our marketing to people that this is an element of why you might come and be part of one of these groups that we-- where we host the workshops. We have the mastermind group. Here's another example of somebody who has a similar motivation and I won't say his name because I don't have his permission, but he's a member of our Empire Builders Mastermind Group which I guess to a lot of people it's expensive, but in the scheme of such things it's not expensive.

I mean, just take it, it's \$25,000 for a year and people pay upfront and this one particular individual is a multimillionaire who has a very successful business that has nothing to do with marketing or online stuff, it's totally in a different field. He joined this group and came cause he wanted to hang out and talk with me and with some of the other people that would be in the room cause I told him about some of the people who are in the group, and he has been the most satisfied person in the group

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because he views it as an investment in relationship and deepening wisdom, not just from me but from being in the room and having the discussions and thinking at this different level.

When we go on a retreat and we set apart from our daily routine and we're intentional about what we're talking about, thinking about, he sees the value in that and he's already seeing the returns from it. I think that's an important element of this whole industry that gets missed usually because so many people are focused on, "If I join this group, I want to make sure I make back five times the amount of money I invest in it within 12 months." That's unrealistic to have that expectation. You can have that goal, but to put the expectation on the group or the company or the people that run the group is ridiculous.

Sean: Cause it's totally dependent upon-- now, assuming the quality of the teaching in the group is good, it's totally dependent upon you as the individual to execute.

Ray: Yes.

Sean: I mean you could have the goal doing five times and depending on how smart and how hard you work you could miss that, hit that or beat that. It's up to you.

Ray: Exactly. To scale it down to a lower price point, online courses which are usually anywhere from a hundred bucks to a couple thousand maybe 5,000 at the top end for online trainings and often people are confused about, "Why would I pay \$2,000 to learn how to do this Facebook thing from this guy when I can go buy the same thing on Udemy for \$49?"

Sean: Or I can go take a \$40 class at the community college on social media marketing.

Ray: Well, I think the first thing you do is you look at who's running the community college class and how successful are they at social media marketing.

Sean: And if they're really good at social media marketing, would they be teaching at a community college? I'm sorry to say it, but for--

Ray: Probably a couple hundred bucks a week.

Sean: I'm just throwing the question out that we're all asking [laughs], and is that someone you really want to learn from? That's what I'm saying.

Ray: And the answer is no. Again there are people who buy every course that comes along. They spend a lot of disposable income on these courses. Sometimes it's not disposable income and they don't do anything with it. This is not the fault of the creator of the training. Here's what I'm trying to say to you. It's your fault if you are not getting a return on your investment with these things and assuming the training is good and solid, then maybe you need to take a step back and think about



what did you do or not do to implement what you learned in the group or in the training.

Sean: Right. Now, I don't like the term to be the devil's advocate because I don't want to advocate for the devil.

Ray: You know where that term comes from?

Sean: Because the devil was an advocate? [crosstalk]

Ray: In the Catholic Church, when they are examining someone for the possibility of making them into a saint. Maybe some Catholic people will correct me. [crosstalk] As I understand it one person serves as the devil's advocate and their job is to try to find an argument for not making the individual a saint.

Sean: That's the same logic and reasoning that the scientific method is behind, which is we have a theory and a hypothesis. In order to prove it, we're going to think of all the things that are wrong with it.

Ray: Science is just a secular religion. [crosstalk] No different than any other religion.

Sean: If we can't punch any holes in it we're going to call it good. We're going to give it a thumbs up. I'm glad that at least there's someone in the system, or at least there is a mechanism in place to be a counterweight when they're trying to determine these things.

Ray: In this case, you don't want to be termed the devil's advocate, but you're going to be the counterweight?

Sean: I'm going to be the counterweight. Which is, there are totally people in this industry that are abusing people's willingness to pay a lot of money for. There are whole systems, I'll put it that way, that are borderline pyramid schemey, that are like, "Hey, come to this event, buy our program. But to really take advantage of it, you need to be part of this group. But to really get the most out of it, you need to be part of this more expensive group. To really get the most out of it, you need to be part of this--" I won't list off any medals.

Ray: That's kind of sketchy because there's truth to that. You go deeper and get more.

Sean: No, absolutely. There are systems in it that you really get the impression that this whole thing is not-- it's almost like a thing that--

Ray: If it's a thing where they're teaching you how to-- if they're a marketer teaching you how to create marketing that teaches marketers how to create marketing and teaches marketers how to create marketing and it goes like that. That's a pyramid scheme.



Sean: Also again, if you fall into one of those groups, kind of your fault. You need to think for yourself and be able to identify a good investment from a bad one.

Ray: There's a saying, "Buyer beware." Which doesn't mean be scared of everything, but examine your purchase before you make it.

Sean: No. Maybe you make a couple of these purchases honestly as a mistake because you thought it was a good investment. That's fine. I'm not calling you stupid or an idiot for making an honest mistake, but if you do it 5, 10, 20 times. I'm sorry. That's your boat.

Ray: More and more concerning to me is there are companies that specialize in escalating people their purchase levels into higher and higher levels of purchase for not really a lot of more value. They do it through boiler rooms on the phone where they're calling people, often people who are retired and they're using up their retirement money, and they will-- literally, I know people who run operations like this. I'm not saying I'm friends with them. I know them and they will get an elderly person on the phone or an older retired person on the phone. The person will say, "I don't really have \$10,000 to do this." They'll start asking them, "How many credit cards do you have? Let's just get your credit cards out and see how much is on each credit card." They'll literally run through and charge the max out to each credit card until they hit the \$10,000. That's wrong.

Sean: Yes, it is. It's totally wrong. Ultimately it's on buyer beware. We-- even though we don't think that we're responsible for our customer's purchases, we still do give the disclaimer. We're not-- this is on you. It's not on us.

Ray: And our disclaimers are not fine print at the bottom of the page in microscopic type. We're right up front and we say we have stuff that can help you make more money in your business or start a business, but here's the things you need to know. We don't have magic that we're giving you. We can't guarantee you any income. We don't make any promises that you're going to have a certain level of success. We're just sharing things that we know have worked for us and worked for other people, our students and people that we know, our colleagues.

Sean: We believe it can help you.

Ray: If you're not on your last leg and you're not dredging up the last money out of your couch cushions to find enough to make this investment, it's is not your last ditch effort to save yourself, then you should come and learn. If you're in that situation that I just described, then you should probably take another route.

Sean: Yes. It's your choice. You have to make the decision for yourself, but in most cases, wisdom is going to call for a different choice.

Ray: This is why we have lots of free stuff. We do this podcast that's free, we do webinars that are free, we have blog posts, we have eBooks, things that we give out for free that people can-- well, here's, here's a good example. Back to David

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Robertson, if I'm not mistaken, when he first started looking at Copywriting Academy, he could not afford it because it was \$2,000.

Sean: That could be, I'm not sure.

Ray: He bought the book-

Sean: Oh, this sounds right

Ray: -which is I think \$11 on Amazon and he used the book to make enough money to be able to buy the course and then he used the course to make his \$35,000 and then he flew from Ohio to Spokane to come to a coffee shop meet up.

Sean: He's come to a couple of events since then. He's put it on some other promotions and he's had quite some success. All this to say that the criticisms from people saying you're taking advantage of people, people could learn this from free resources elsewhere, there is truth in that and there is also some prejudices that are not accurate and are unfair. So yes, some people out in the entrepreneurial education field are wolves in sheep clothing, trying to take advantage of people and just milk their customers for as much as they can for as long as they have them until they churn and burn them kind of thing.

Just sell a bunch of big ticket things to getting people's false hopes and false expectations. Those do exist but that's not the norm, and honestly, it's the individual's decision. You're just not going to get the same level of information and access generally from a book that you get at the library than you are from an online training course. Especially on something like Facebook marketing or copywriting or something like that.

You might be able to get some really good principles from a book at the library but an online course is going to be timely, it's going to have a personal experience, wisdom, examples of stuff that are working now and it's going to be updated and you're going to be able to interact with people. There's just a totally different level. And so to some people, it is absolutely worth it to pay one, two, five, ten thousand dollars for access to that kind of in-person or online training.

Ray: And the in-person thing, you can't underestimate that. Who Do you think you're going to learn more from the book or the author?

Sean: Absolutely and that's why I was saying if Rand was still around and even with Peikoff, if they had a program where, yes, for x amount, you can come hang out with us forever and ask questions and just be there, I'd be like, yes, because I want to be around that thinking. I get it, I want to ask questions. It accelerates my learning and growth as an individual where I don't have to work through these things myself I can just say, "Hey, this is what I've been thinking about.", and they might've already thought through and have all sorts of new solutions and insights that I never thought of it and then I'll get me there and 10 minutes where that could have taken me two years to hammer out on my own.

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Ray: That's exactly correct and that's the actually the foundation that Tony Robbins has built his career on, is interviewing and examining experts, people who excelled in their field, and trying to parse out their secrets so that he could as he puts it compress decades into days and there's huge value in that. And by the way for those of you who are a little put off by the unplugged nature or the acoustic nature of this week's podcast and you're wondering like, "Where are the segments? Where's spiritual foundations?" I just said something that I realized can sit in for spiritual foundations this week as well. So just put on your spiritual hat for a moment.

Sean: All right. Spiritual foundations.

Ray: Which do you think you get more value from, the book or the author?

Sean: Sorry, educators, if I upset you at the top of the hour.

Ray: I'm sure we have offended a number of different people and we'll hear from them.

Sean: Yes, I'm sorry that I told you the truth and that it hurt your feelings.

Ray: Are you sorry?

Sean: I do have a little bit of pity or compassion for the consternation those comments will cause, but--

Ray: Now, there's a difference between pity and consternation.

Sean: Well, pitying-- there's a difference between pity and compassion. There's definitely a difference between pity and consternation. I know those comments have caused consternation. Some people will respond strongly to them.

Ray: That's not always bad and your point is well taken. [music/ All right, I think we're done. Show notes, if there are any, will be at RayEdwards.com/352.

Sean: If you found the show helpful, please give it a review. Apple podcast-- no, subscribe in the apple podcast directory, there we go.

Ray: If you did not like today's show, please do not give us a rating or review. Wait for one you like.

Sean: And again, I just want to say I am a fan of education and I love the heart and passion for teachers and educators.

Ray: Yes, we agreed on that.

Sean: Yes.

Ray: Okay. That's it. We're done.



Sean: All right, bye-bye. Tutttles.

Ray: Keep your feet on the ground.

Sean: Your ankle's right above them. [music]

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