



The Ray Edwards Show, Episode 375

How To Market With Evil Intentions

- Speaker 1: [00:04](#) The Edwards Show, this is the podcast for prosperity with purpose. We started this conversation this morning. I want to talk about the evils of marketing, sales and marketing. So I played this video for our team. We have a team meeting here at the Couer d'Alene Resort. I played this video by Prince Ea. It's, um, it's called, I think it was called girls. You're ugly and it's, uh, it's actually about
- Speaker 2: [00:43](#) put a link in the show notes. You can go watch it. So go to Link shows right now, click on the link, watch the video, then come back. And it's talking about how the, the marketing industry for beauty and makeup and clothing portrays this image of how women have to be. And I think this is true for men too. I said this in the meeting and they, they play on and manipulate our emotions by making us feel inadequate. Like we're not good looking enough. We're not pretty enough, handsome enough, rich enough, stylish enough. We don't live in a big enough house and they use manipulation of our emotions in an unhealthy way to get us to buy stuff we don't need to impress people we don't like. So is marketing evil? No, I don't. I don't think so. I just introduce people to the table. You may remember Sean, right, who every year or so is on the podcast, right? Yeah, we're gonna Try to make that every week going forward and I'm going to introduce somebody who's been part of the podcast for a long time now, but you haven't heard from him. He produces our podcast every week. It's my brother Kris.
- Speaker 3: [01:55](#) Hello. You could have heard from me. I could just splice myself in and you could, you know, we've joked about wondering, you know, there's been a couple times I'm like, you know, I wonder if Kris shows into comment. He's like the. He's like the postproduction producer on the morning show. It's a dynamic Mic, you're gonna have to work a little closer. Oh. Oh, I don't know. I have. You guys have headphones and a stand and I just, I've got the Bob Barker so I don't know what's going on. So is marketing evil? Is it a. no, I want to say no to that definitively. There are evil messages. There are evil motivations,

- Speaker 2: [02:32](#) but um, so what do you think about this whole premise that the beauty of fashion industry, uh, messes with people's minds and in an unhealthy way and puts pressure on women and men to look a certain way, be a certain
- Speaker 3: [02:48](#) or feel inadequate? I have an 11 year old daughter who's so far is cute. She could grow out of that. I don't know if she's gonna stay cute or how that's gonna play out. I'll just say that when I get home I'm gonna have her watch that same video. I'm hoping that she stays the way she is now where she's, at least to me, she seems not concerned about, you know, she's fine with herself the way she is and doesn't feel the need to change physically. So as close as I can stay to that, that'll be great for her. I don't even remember the question. Did I answer your question? Yeah, you did. Okay, good. You did come on you. If you've produced this podcast enough, you know that if I say anything dumb, I'm cutting it out so you guys know it just, it just, we just go wherever.
- Speaker 2: [03:35](#) Apparently I heard in the meeting today that you make me look like a bumbling idiot.
- Speaker 3: [03:40](#) That's what I try to do. You make it tough. You say some smart things. I have to splice that out.
- Speaker 2: [03:48](#) So let's dig a little deeper. This instagram thing where we find ourselves. So this is how a lot of people start their day. They get up, they go do the necessary thing in the bathroom and many people before they even finished doing that, have got their phone out. They're scrolling through instagram checking to see if people liked her, post their picture, their brilliant quote that came up with that. They labored over for hours. Don't ask me how I know. Um, and also looking at what their peers are doing and comparing themselves to those peers and feeling a rush of affirmation when people hearts their post or say something positive about what they said. So the question is, there's a lot of talk about how that's addictive. Like we get a little dopamine hit when somebody likes her poster. When we start an argument on Instagram, don't ask me how I know.
- Speaker 2: [04:45](#) Um, do you think it's addictive? I think that can definitely be addictive elements to it. I know that it's least, it's at least habit forming, but I can quit anytime I want, anytime I want. I mean, I think there's definitely, I think they found that it does release a dopamine hit. So, but hey, Yay, that's good for you. I could do this instead of taking the pill. Just just go crazy. But here's. So here's my problem. When people start to talk about anything as like, oh, it's a drug, it does a dopamine hit. Everything you do affects your brain chemistry to some extent, strong people's illusions. So I mean, lots of things gives

you dopamine hits and that doesn't make them wrong or inherently evil or, or whatever. But I think that that does make it very easy for it to become habit forming. Yeah. So thoughts. Does Ellie do instagram?

Speaker 3: [05:48](#) No, she uh, I've got her on a pretty tight leash. Once again. Her mother, who I hope doesn't listen to this podcast, she's not going to listen. I don't think so. Um, is a little different. A little more lax with that. But uh, I've told Ellie a lot like, hey, you see all these people, these zombies that are just, you know, looking at this screen all the time. I don't want you to be that. I will think less of you if you turned into that. That's called positive parental pressure, is it? I know it's probably not the best, but she started out really good. So if you think I'm sucking at parenting, didn't let me meet your kid.

Speaker 3: [06:32](#) But no, I, you know, I think electronics in general can be addictive. I don't have the facebook addiction. You mentioned arguments. That's about the only time I will check in if I, if I've gotten into really like, oh, this is this teach you, I'll go back and look and see what a witty reply they've come up with or not. Right. But as far as like, throw on a picture on there, I don't, I don't care. It's more of a, it's a personal archive for me, which is probably a better way to do a personal archive. But

Speaker 4: [07:05](#) yeah, that's honestly how I interact with, with facebook a lot and I don't, I don't, I don't do, I don't treat it the same way a lot of people, a lot of other people do. Um, but yeah, I like, I don't, I don't wake up and do the thing where I checked to see if my recent posts how many likes it's got and everything. But I will check, like you just said, if I'm in an argument or debate or something, I'm in a conversation. I don't want to see what happens. It does not surprise me. It's fun. Sometimes you just gotta throw a hand grenade out there and see what happens. Yeah, eternal question. Do I keep my silence or do I throw the dynamite more often than not? I throw the dice, right? Yeah. Just because it's more fun. Uh, and so I don't know.

Speaker 4: [07:47](#) I think there's a lot of interesting, you know, the, the video, the video in particular is talking about social media and instagram and body image and body shaming and we're also kind of talking about more in general marketing beyond that. And so we're kind of talking about the effects of social media and we're talking about the effects of marketing. So, um, the, the, the Instagram, I think it's, I don't know, I don't relate to it like other people do, so I don't, I'm not glued to it. I don't understand what that is. Um, so I don't know the kind of problems that those people are experiencing when they're just like addicted to the instagram. Yeah. The instant you just called it the call, I did that on purpose

because I know I sounded like a Luddite by saying that I'm not, I don't Instagram very much. So let's, let's zoom out and talk about marketing. Marketing can be used for good or evil, correct? I would agree. So give me an example of evil marketing. Well,

Speaker 3: [08:48](#)

I mean, what we were just talking about is probably the biggest example that's out there right now. But, you know, I, I think uh, and some may disagree. Um, I hope so, but a lot of the prescription medication ads I see on TV because I don't remember those growing up. I don't know at what point. It's like, Hey, let's don't wait on doctors to talk to people. Let's tell them to ask their doctors for this stuff, you know? And, and that's maybe there's been a time or two where somebody who didn't need something thought that they did because of a really clever commercial. Ask your doctor for new master cognitive plex. Have you ever had a bad day? Do you ever feel unhappy ever? Well is your life. You're perfect. You, you need this, you need this drug. And let me tell you about all the possible side effects. Include bleeding ulcers, lacerations in the brain, spiders coming from your eyes, seconds of Ad and 20 seconds of bad stuff, vomiting, termites. So I, I don't think that whole genre is evil, but uh, I do roll my eyes a little bit. Pharmaceutical

Speaker 2: [09:52](#)

industry. Let's talk about that for a minute because I have, I have, I have an, an sort of an inside feeling or knowledge about pharmaceuticals. I spent a lot of time thinking about them, taking them right, being thankful for them, cursing them, right. The pharmaceutical marketing is more than just television shows or commercials. Uh, it's more than just newspaper ads, magazine ads. It's also paying doctors to do research studies for which the doctors get big sums of money. I mean, if you ever gone to a doctor and your doctor said to you something like this, we have this new drug, we're doing a study, I can get it for you for just \$5 a bottle and I think it'll help you. It's brand new and you've said, yes, I'll take it. That's great. It's new. It's more helpful. It's cheap. What's, what's the problem? Well, the problem is they're still experimenting with it.

Speaker 2: [10:47](#)

The doctors being paid a big fat check every month for doing that. Plus he or she is probably getting things like cruises trips to exotic places they're going to. We had a friend who, she's still a friend. We do keep friends. Even after they get to know us. She was in this business at the time of working with physicians offices. She did oversight. She'd go in and make sure she worked for the pharmaceutical company and we'll make sure the doctor was doing everything correctly to the standards of the pharmaceutical company and she told us about these. These doctors would go to these meetings like in exotic

tropical locations. They'd be supplied swag bags that were worth thousands of dollars. So I mean I have to ask is there a problem with that kind of marketing? Is it possible that the physician is, that their judgment is being undermined as far as what's best for their patients? So I mean this, this gets into the other side of the equation that's, that's not talked about a whole lot, which is there's evil marketing, but

Speaker 4: [12:01](#) you have to like allow yourself to be duped by it. And so like the doctor that, that allows themselves to do that. It's just, I just don't think that's a, I don't think, I don't think like the evil person. There's the evil pharmaceutical company marketing to them. I think it's the doctor choosing to go along with that whole scheme as well. I bet you feel the same way that I do about the Russians. Then manipulating the election. That was marketing read. I mean it's. If that happened, I don't know if that happened, but um, because when I first started hearing about that, I'm like, well, what did they do? Because I'm assuming they were packing voting machines. Oh, they put out a, right. They, they wrote things on table. Then that's the person's problem for believing the things that they wrap around things. That's what I heard they did.

Speaker 4: [12:45](#) Yeah. They wrote articles in English and English, but he did something about this cultural appropriations been in English. So the motivation of the pharmaceutical company in your mind is okay. No, no, I, I'm, I'm saying that when someone is, that there's a whole cyclical system there. It's like a, it's like a sick buyer and a sick marketer. It's like a, like a healthy buyer isn't going to buy from a sick marketer and a healthy marketer while they might get a sick buyer because the marketing is good, but they're not trying to get a sick by it. You see what I'm saying? It's like, it's like an order for bad marketing work. There's a little bit of responsibility on the consumer's end to think, okay, this ad set, I should do this, but should I do this? Yeah.

Speaker 2: [13:32](#) There's a, there's a neuroscientist named, I think his name is Morgan Surf. He's is, if I remember correctly, he's Israeli and he, um, he's been involved in these neurobiological studies where they, they've demonstrated that we make decisions on an emotional level and later come up with the reason we made the decision, but we will swear that we made the decision logically first, but they can prove through brain scans that the decision was made before the conscious thought happened. And so one of the things that they've studied and they've demonstrated is that the pricing scheme where something is \$7, but you say the price is six 99 and the whole thing is will six 99 sounds like \$6 instead of \$7 and it becomes more insidious when it's like \$997 instead of \$1,000. And

here's what they've discovered. Even though we know that trick, it still works on us. So you can be a healthy buyer and still be influenced by these tactics.

Speaker 4: [14:43](#) I'm not sure I agree. I think you have to have a certain level of self unawareness. Like even if you, that the tactics

Speaker 2: [14:52](#) are being, even if you don't know the tactics are being used. If you have a certain amount of self awareness, then there comes a point where it's like, oh, I'm being emotionally stirred up to do. You can. You can detect that and you can. You can detect as to whether or not I'm being toyed with or manipulate or whether they're trying to use fear or whether it's like, oh, there's only one of these left. I need to go get it. Oh, that's a scare. Like, like you can, like you can figure that out. And so I'm not trying to say it's all in the buyer, but I am saying, I think when we talk about when people use marketing wrong, we don't talk about the fact that we're not putting any responsibility on the people like not thinking at all for themselves and just allowing themselves to be manipulated and, and turned.

Speaker 2: [15:32](#) And now that doesn't sound like the American people. So like I said, I think you, I know that healthy buyers can be manipulated and lied to, but the, but the, the more like self aware and confident and individually independently thinking in an individual is the more tricky and, and, uh, truly insidious the marketer has to become because then they really have to trick someone who's really thinking through what they're doing. So where does intent fall into this? On the part of the marketer? If let's say that I tell you my intent is good. I think my product will help people. I know they don't want it, but I'm going to manipulate them into buying it because I believe it's good for them. We sell stuff that teaches people how to sell stuff. So this becomes a very meta conversation. Now. I mean, we're in the business of selling stuff that teaches people to sell their stuff.

Speaker 2: [16:20](#) And so I, I believe that, first of all, let me say this, we sell it so we can sell it so we can make money. Yeah. That's like my first motivation and started his business was that however, I don't want to sell to people if it's not going to help them do what I promise it will help them do, which is sell more of their stuff. So does that. Even though I'm in the business to make money, does that make my intent irrelevant? I'll say no, it doesn't make it irrelevant, but, but I think, I don't know that I have here. I was not a pure. I mean, uh, if you understand what you're saying, if you were selling a bunch of snake oil that you didn't believe in, but you were just trying to make

the best message that you could write, speaking of which, do you take a good multivitamin?

Speaker 2: [17:10](#)

I've got an opportunity for you and your whole family. Oh, I would love to be part of your downline. We'll talk about that. I've got a millionaire who would like to meet. You were looking for a few sharp people in your area. You're open to new opportunities. I know you know, this question that you posed as actually been something that I've not actively but has been kind of running around the back of my head a little bit because I even remember hearing a hearing other speakers that we respect and everything say things like, if I think my product or service can help you, like legitimately I'm not trying to just take your money but you're resistant, but I really think it can help you and improve your life. Why don't I push into that? Why don't I do the hard sell a little bit? Because I know it's gonna help you and I've. I'm torn because I believe that there is a place to try to convince the other person, but at some point you have to let them decide for them, like respect them enough to let them decide for themselves. Yeah. There's another side of this whole argument. I. I know people who've said to me, why don't you just print the facts and just leave it at that? Let people make up their own mind instead of having to sell.

Speaker 2: [18:20](#)

My answer to that is because nobody will freaking buy. There's too much noise in the marketplace. People are too confused. They need an explanation. I don't. I don't think that tactic is going to work on. I think this really goes back to what we were talking about before we turned on the microphones is that marketing is like so many other things. It's not evil in itself. It's, it's who's using it, and I think you're right. Intent does play a big role. If your intent is to deceive, is to make money by deceiving people, then you're a sick marketer like as I was using earlier, and you're not like, that's, that's morally not okay. However, it's still also in the hands of the consumer to make sure that they're not doing something stupid, so they're not off the hook. I don't think the marketers are just the only, only ones who are making the error. Okay, so that makes sense to me. So what do you do if you're like a. let's say you're a makeup company and you've been selling to girls, young girls, showing them through your videos and you're paid. You're secretly paid instagram representatives, right? That you're saying to these girls, you're not pretty enough. You need to get this stuff that'll make you prettier. And then one day you have an epiphany and realize, oh shit, that was evil. That was playing off people's fears and insecurities. So what do they do then?

Speaker 4: [19:41](#)

Right? Stop it. Stop it. Yeah, sure. Let's go with that. What were you gonna say? No. Oh, come on. It's just too

good. No. Okay. I'll get it out of the later. Yeah, no, we, yeah, I just, yeah. Okay. You,

Speaker 2: [20:11](#) what do they do if they. I mean the CEO wakes up one day and says, Oh man, I've,

Speaker 4: [20:16](#) I've done a bad, bad thing.

Speaker 3: [20:18](#) Um, you know, I think the only option at that point it would be to quit. I don't know that he could, uh, I don't know if a company would allow you to repent and walk into a conference room and say guys doing to these young people is pretty terrible. Right? So I've got some new numbers predicted for q four because I'm going to go tell them what we've been doing. Yeah. I have a feeling of the board of directors would not. I got to say I've kind of minimize myself to the exposure of marketing. At least I feel like I have a as much as you can in that Milo. My last big purchases have not been sold to me in the traditional way, but I'm very much in the style that we're doing in the educational way. Like, I would want to learn about how to do something on Youtube and I'm watching a how to video and it's, oh, by the way, this is the tool I got.

Speaker 3: [21:14](#) There's a link down below to buy it. Right? And that marketing works on me really well. Yeah. But don't make no mistake. It is market. I am admitting to that. Um, and I hate to say it, but fear marketing, uh, I encounter that every day. Right. You know, and if you think you don't, if you watch tv at all and you hear what's the latest disease that could kill your children will tell you tonight at 11. Right. You know, and it's always like horrible like that. But uh, so, so the media does that. I work in the media. I might have done some of that, might have been, but whatever. I hate that I respond to it, but I do. I'm like, oh, well I want to find out what's going to kill her. You know, I'll, I'll tune in at 11 for that.

Speaker 2: [22:01](#) Yeah. And so this, this whole content marketing, or it's called native advertising, which makes me laugh. It's what it really means is advertising and marketing that's disguised as something else. Uh, that's insidious as well. And there's a question of intent there. If you're producing good content or like we produce content about marketing and selling and building a business and we sell stuff about selling and marketing and building a business. I feel as though the material we produce that's free is helpful to people whether they buy from us or not. And I also know that they buy from us because of the material we produce and give away for free. So my feeling is, and I could be wrong, so you owe constant listener and critic who emails me every week. Um, you can let me know. I could be deceived, but I don't think we're being sneaky or deceptive in our marketing practices. I think we're being

generous and giving. And then if they want to buy something they can. But there are people in organizations who are masters of this kind of manipulative disguised advertising. Like, I want to name some names, but I probably shouldn't because I don't want to get sued.

Speaker 3: [23:16](#)

Well, you could name a genre like webinars, there are webinars that are just infomercials, and then there are webinars that like, you know, when you leave this you will know enough to go do something. Right, and that I would not feel like I've wasted my time on.

Speaker 2: [23:35](#)

Yeah, right. I'm thinking even more this. We'll see if this makes it to the final podcast. I'm thinking about TV preachers. I've been watching a few TV preachers lately. It was kind of a critical analysis mindset, like thinking what are they doing, what are they, and I'm not talking about all preachers, not all TV preachers, but there, there are certain ones that they'll preach about a subject and I know I just know they're getting ready to launch a new book or a new CD set or new DVD set that teaches on this subject that they're preaching about and getting people riled up and convicted over and I know that a month from now they're gonna be selling a book about it,

Speaker 2: [24:16](#)

but they don't say that. So where does that fall in the spectrum? Is that sneaky and manipulative? It's, I think it's the worst kind of only because there's only because it's a preacher. If it was any other industry, I don't think there'd be sneaky. So why is it evil for preacher? Oh yeah. And honestly I'm not even sure if it's carte blanc eval for a preacher, but especially TV advantage it questionable for TV evangelists because there's such a history of them knowing of, uh, using and abusing people and taking their money for reasons that have nothing to do with ministry or Church. Yeah. And so if in that context, yeah, you get, you get real suspicious that are they actually trying to do something here. But like if you're, if you're a teacher or a minister or something and you do have a book coming out on a subject, I don't think there's a problem and starting to talk about that before the book comes out. Uh, now maybe it would be smart to bring up. If you don't know why you would hide it in that context. Well, you'd hide it because you wouldn't know. Want them to know what you're doing to them and see to me even even why, why wouldn't you want them to know it more effective if they just think it's their idea. Yeah. Yeah. That's a little. That's a little slimy.

Speaker 4: [25:25](#)

Yeah.

Speaker 2: [25:26](#)

I think just to add to what you were saying about the nature of, and it's not just preachers, it's also radio psychologists and talk show hosts there. They have an

audience that is devoted to them, right? And that hang on their every word and believe everything they say and so they know they can prime those people with these fears and desires and then push that button when it's launch day. And I think that's

Speaker 4: [25:52](#)

deplorable. Yeah, I think, yeah.

Speaker 3: [25:58](#)

You don't want me commenting on this this up. Oh yes. I know. I, I've, I, I don't like, I shouldn't say I don't like any of them. How about I've never seen one that I liked. Um, to me, you know, they're always on this a channel 72 that whatever weird place in the country you're in, it always comes in with just a pair of rabbit ears. And um, my mom watches a, well, she's got a couple at that, a Joyce Meyer Lady, Joyce Meyer, she seems okay. I mean, I don't know if she's okay or not, but I know that, uh, when I happened to go through the room, she's not a flashing up an 800 number in selling salvation. That's just when you're not walking through the room. Well, I, like I said, I don't know these people and I'm going to be honest, I don't watch a whole lot of this, so I don't know.

Speaker 3: [26:48](#)

Race got this thing that he can do and I always thought it was some kind of trick, but you just did it a few minutes ago about this neurologist where he just, there's this guy named whatever. And it's some obscure thing and I assume that you had some kind of Rolodex here full of names, but no, he just does that. He just pulls that out. If I had that power, I would, uh, talk about the televangelist. Is that the right name? That. Do you remember the one that got caught with the ratios? One with the hidden in the,

Speaker 2: [27:18](#)

um, pop popoff Peter popoff. That sounds right. I think he's back on TV. He is, he is, yeah. He was, he, he, his, his, his wife. They've admitted this in court. His wife had a two way radio. She would go out and find out stuff about people in the crowd and then relay it to him to an earpiece and he would say,

Speaker 3: [27:40](#)

I just heard from the Lord that you have this problem. And it was horrible. It was like, so there's on youtube right now you can get a video of and you can hear the wife just lost his daughter. Oh my. It's more horrible. Things like that happened and the fact that he's back on TV. Yeah. He must be a brilliant marketer, I would think. I just think people are stupid. Oh No. I think what he means is there are some stupid people.

Speaker 2: [28:08](#)

Yeah. There's, there's a subset of people that are stupid that they don't think they don't have that long of a histogram. There are also people who are hurting and who are looking for answers and they trust these people

who showed them the signals that I'm one of you, I believe in God. I believe in Jesus and I serve him and I would never lie to you. I'm telling you something that this confirms it, confirms the things you already believe and God can help you and I can be a conduit of that, so I think what they're doing is, is sickening. Disgusting. It's wrong, but it's yes, there are stupid people. No doubt you guys are going to have some angry emails on this grey lever. Bring them on

- Speaker 3: [28:52](#) actually not emails, letters. You'll have angry letters typed, right?
- Speaker 2: [28:58](#) But, but they're, they're preying on hurting people, elderly people who don't know any better, who, who can't think clearly for themselves and who are looking for an answer to a deeply painful problem. And so that's, I mean, that's obviously terrible. Ray brought a a prayer kit years ago. Rob Robert Tilton. Robert Tilton. Really? Well, just I think it was just to see what was in the prayer kit. Jeri Howland, I used to do this morning show in Knoxville and we would every morning for fun, we would make fun of this guy. We'd watch Robert Tilton. He was obviously a scam artist, right? I mean it was so obvious. So we sent in to him to get his prayer kid his magic prayer cloth prayer kit and he sent us the most elaborate direct mail sequence I think I've ever seen.
- Speaker 4: [29:42](#) Oh, so he was on his game. He had a whole sale cycle going and he, he too was found out he, I mean he, they found um, a dumpster behind his multimillion dollar ministry facility, a dumpster full of the prayer requests that people sent in that his people would open and read and pray over. Only they were not open. They were just thrown in the dumpster. Well, they were opened and the check was removed if there was checking, but, and then I think he did pray over the dumpster. Let's be fair. Okay. All right. Yeah. Now
- Speaker 2: [30:11](#) let me be clear about something. There are ministers on television whose intent is pure. I believe that they are doing with the best that they know how to do to serve God and serve God's people. I just think you need to be careful when they start asking you to make a donation in exchange for salvation or healing. I would be somewhat suspicious of that.
- Speaker 4: [30:34](#) I would agree with that. Absolutely. Any religion takes good marketing because it's a tough story to sell if you're true, if you're truly going for the new. Not that tough. No. If you're trying to bring in new people who were, who were not familiar with, you know, whatever religion that you're talking, there's gonna be some stuff that's confusing to them. Yeah, absolutely. And that doesn't

sound, you know, easy to swallow. They're going to need the a good pitch on that. I would think there are aspects and then there are a

- Speaker 4: [31:04](#) well, and then we talk about marketing in some form. It's just a form of persuasion and when you're evangelizing, you're trying to persuade people to your, your way of thinking. I'm in a good way, in a good way. I mean, but yeah, I mean we're not to go back to the opening question, no, marketing can't be evil because marketing is just persuasion, but if you're trying to, if you have an evil intent to deceive people and uh, and abused them and use them at, at, at their expense for your own gain and to lie to them, that's wrong, but that doesn't make marketing wrong. But if you're just going to call Margaret and evil, you're going to call it persuasion evil and you're going to call talking to people and trying to convince people of anything evil saying, okay, well we just shouldn't. So marketing can't be evil in that respect. It's just how you use it.
- Speaker 2: [31:46](#) Well said
- Speaker 4: [31:48](#) and Bravo for bringing us back around to, because I didn't remember the point that we started. It was magic. I didn't. It didn't plan that. It just hardly ever is a point as you of all people know. Is there some ultimate answer to do you had when you asked the question, do you have an answer? I assume? Well, I mean to two podcasts back, we had marketing in the meeting of life, so obviously we have. It was a different subject though,
- Speaker 2: [32:11](#) really? Oh, okay. I mean really this is just something we like talking about and I think is worth talking about and I think anything worth talking about, if you can come up with a definitive answer and just close the discussion, well why are you talking about it? It's not really that worthwhile discussion. I think this is worthwhile discussion because it permeates everything. It permeates religion, it permeates family, budgeting, marketing, the national economy, politics. I mean we could have a whole discussion about who's the most brilliant political marketer on earth. Do any names come to mind? I don't want to get into that discussion today, but I almost did earlier. Did you actually permeates everything? It's. I think it gets back to. I don't have a final answer to this question, but I think it gets back to your intent. If you are manipulating people, knowing that you're manipulating them to do something that's not in their best interest but is in your best interest, that is evil.
- Speaker 2: [33:14](#) It's not in their best interest, but it is in your best interest. That is evil. Do you have a fear that somebody who listens to this podcast is going to take your teachings

and they're going to be like, you're darth vader. I don't have a fear. I know that happens. I'm sure if he does happen, I'm sure people are using the principles for nefarious purposes. Yeah, but that's like saying, if I'm a gun manufacturer, do I have a fear of somebody going to go shoot somebody will. Of course they're going to go shoot somebody for, for to rob a store or to commit murder, but that doesn't make me evil for making the instrument. Have you witnessed any of this? Yes. You have. Oh, that would suck. Yeah. Yeah. But you know, again, we weren't the. It does suck, but you know, like the gun manufacturer, you're not the one pulling the trigger and we aren't the one writing the sleazy copy, so it sucks because they're using our principals, but ultimately it's, they're the ones doing it. There are people who teach the same stuff that we teach who, who very definitively teach. Here's how to manipulate people to give you their money and it doesn't matter if you have a crap product, if they, if they buy into what you're selling, it's their problem, not yours. There are people who explicitly teach that. Yeah. That's very common.

Speaker 2: [34:21](#)

Just grows. It is gross. I'm picturing a listener now just twirling their mustache. Little snidely whiplash. Thanks for giving me some good ideas. Yeah. All right, so we're obviously we haven't settled this question. We'll maybe come back for another round. Now we're going to transition to to another segment. We call. I'm calling family feud. I don't know why. It's the only family they have to come up with. I can't use that music just so you know. It's copyrighted. Oh, that will be evil. I know. Be Stealing. Did you have something in mind for this? Did you have like some questions or things we should talk about? Not totally, but I just thought it'd be cool to get some stories from all of you guys about your family, seeing as your brother is sitting here right with us. Like how old were you in? Chris was born. I was. How old was I when you were born? 10. Was he a good brother, Chris? Oh, he was great. I will elaborate on this twelfth. Ray moved out pretty early. I mean, especially by today's standards. Yes, I did. So 16 he was gone, so I was six, five, five to six years old, so

Speaker 3: [35:38](#)

he didn't have a long time to have to be good, but in the time he was there he was good. And also there's another brother who made him look good because he was so bad. Oh, oh, you know what I have heard. He might have, might be listening to the show, but he knows he knows what happened. He remembers locking me out in the snow in my pajamas for four hours. But you weren't there when I held him down to red ant hill. Oh, I was not there. Wow. I'm learning. I can tell you though. Uh, I'm not proud of that. When, uh, when I'm really sorry, mark

eventually got bigger than ray and then, then that's when he stopped.

- Speaker 2: [36:16](#) Yeah. Now mark, I was never a fighter. I was always a lover, but mark defended me. Like I always had some kind of bully in my life. I could usually outsmart them or make them look like an idiot, which made me more mad. Yeah. Yeah. But I still enjoyed it, but mark would like beat him up if he found out there were picking on me, which I thought was pretty freaking awesome.
- Speaker 3: [36:41](#) Yeah. He, he did not help me in that way. He, he was my bully, so. No, no. But you two went and got tattoos together. Yeah, we're all good now. I mean, I don't care when were growing up. Yeah. It's all water under the bridge. Sure. What a dumb idea. This was tiffany.
- Speaker 2: [37:01](#) No, it was a good idea. You're liking it, aren't you and exactly where you hoped it would. What's the next question? Chris? What do you remember of Ray? You were six. He had moved out by then, but what? What's like the overriding thought of your brother when you were that little? He was 16. What was he doing at 16. Okay. That's a billion questions. Sorry. This is how she is
- Speaker 3: [37:30](#) a likely. He was reading a book that is a. When I think of young ray, that's, I mean just picture a, just a book with like wood chips flying out of it because he's just spinning through the pages. Um, so I, I mean, I don't know. He got locked in the library one time I did, I did at least get cold because he could
- Speaker 2: [37:52](#) fire is panicked. Oh Wow. There was a, somebody like spilled a cherry coke on the sidewalk and my mom was convinced it was my blood. Oh my God. She's not overly dramatic at all. I thought I thought the answer to all questions was in a book somewhere.
- Speaker 3: [38:11](#) I mean I know she's looking for dirt and if I really thought I could probably dig up something, but that's not the overall impression that I was left with, you know. Um, you started driving it like 14, right? Didn't you get your license? He was contented and planned to get out of the house I think by age nine. So license at age 14, apartment at age 16. And he was gone. Uh, yeah.
- Speaker 4: [38:36](#) I applauded my escape per yearly gap. Left me behind. All right. I would have taken you if I could. Yeah, I can't speak. You don't remember when I was young. I remember you as young Ray. What do you remember when you were young? Well, that's a broad question. Can I ask you a question? What do you remember from like what kind of dad was ray to you when you were younger? Lake? Say 10. No pressure. No pressure. No pressure.

- Speaker 4: [39:15](#) I sign your paycheck. Yeah, I know your dad. Did he play with you? Did he read it to you? I don't have memories of your reading. To me. I like we would. We'd spend a lot of time together. I feel like the time that we spent together oddly was a lot of time traveling places. It was either going between pineapple and Knoxville or it seemed like we drove across the country a couple times. Just you and me didn't we? And so, but we would, we would, we would drive around and we do stuff, but like, I'm trying to think like day to day. I don't know. It was pretty normal. Did he ever yell at, you know, he wasn't really not a screamer? No, not a yeller, not, no, no, no, no. I mean if we want to have a podcast on parenting, I think I'm, I'm a really interesting person to talk to because I had to very, it should totally, very different.
- Speaker 4: [40:11](#) Explore that briefly. Parenting strategies and it affected me very differently. Tell me more. Well, in a nutshell, uh, my dad was very like, we're not going to, I'm not going to like punish. It's definitely there was never spanking or anything like that. We're not going to punish, but we're going to talk about why what you did was not okay. Whereas my mom was like, I'm going to catch him and she is her own her own words. I'm going to catch him and punish him and that's how he's going to learn. And so as, as my mom, you know, she would send me my room, take away TV privileges, do all this sort of stuff when I would, when I would misbehave and my dad would say, do we need to go have a talk? And I remember that had a very. I had, I reacted to my dad and my mother very differently by the time I was an adolescent and I attribute it to that because say more about that, how would you react differently?
- Speaker 4: [41:08](#) Well, you remember coming home. My mother and I, we say today was a good day. We didn't get into an argument like we were at each other's throats. We would lock my mother and I locked horns so much. I mean I remember there were times that she and I, she and I would get into arguments in the car. There's at least one time, like we pulled over and she got out. She was so mad at her and I was fighting, but I never did that with dad in. He would give me a look and it wasn't. I was going to get spanked or anything. I just knew, oh, it was a look and I knew I screwed up. He's not happy with what I did. I hope I do not want to go talk about this.
- Speaker 4: [41:46](#) And, and I remember one instance in particular, I was 11 or 12 and I went and I played with some neighborhood friends in the woods and we were playing with bb guns. I wasn't supposed to be playing with bb guns. My Dad did not want my plan with bb guns and um, so we were playing in the woods playing with bb guns and I got shot in the face and at close range and I was bleeding. And I

remember I came up with a story that I fell and hit a rock while we were running around. And I came home. I don't know if you remember this, but I came home and I told you like, oh yeah, we were playing in the woods. I and I hit a rock and that's where I got this. And you're like, okay, you're in the office working.

Speaker 4: [42:22](#) I went into my room. I don't know if I was in there, I don't know if I was in there five minutes or 30 minutes. It didn't matter. It was torturous because I knew I just lied to you. And it was like. So I felt so guilty our allied and I did lie to my mom in a heartbeat. Did you hear that Lynn? And so she and I, we've talked about this and and so I think it's, I think it's also a difference in just in the age how you relate to your parents. There is a little bit of a difference there, but I do think that there's something significant in that because my mother used a little bit more of an old school parenting strategy and, and honestly what I think that does to kids is it makes them feel powerless. It's like, oh, you just took some of my power away.

Speaker 4: [43:04](#) And the only way for a kid who's trying to figure out who they are, to have any sort of sense of independence and power itself is to rebel. If, if your, if your, if your way of dealing with a kid is to just choke down and restrict freedom, restrict freedom, restrict freedom. The only reaction that kids get a half is, is to push back. For sure. Now your imaginary kids are turning out great. Yeah, they're great. Uh, what is the right way? Well, so, well I can't, I can't even fully, I don't remember how it was established because I was so young. I just remember what the discipline structure was by the time I could remember things. And by that time it was conversations of, do you know why, what you just did hurt your mother's feelings? Do you know why what you just did?

Speaker 4: [43:51](#) Um, might might be rude because we're out to dinner with friends and yet you might have hurt our feelings by saying what you said or whatever. There was, there were a lot of conversations like that. And it was a connection. It was like, Oh, my dad's not trying to punish me or control me. He's explaining to me why my behavior is affecting the people around me and I would understand. And as a kid you just forget. You forget about those things because your brain isn't fully developed and so you're going to die. We're at dinner parties, whatever. And I'm like trying to be the center of attention and you'd be like, do we need to go have a talk? And as a kid I forgot, oh yeah, I'm not supposed to be doing this. And then you have a tire. I'm like, oh wait, I remember the last time you had a conversation about this. Yeah, I don't, I don't wanna I don't wanna I don't wanna I don't want to feel guilty. I don't wanna I don't wanna I don't wanna feel bad

- Speaker 2: [44:32](#) like I let someone down or, or whatever or however it is. But um, it built a connection. Like I don't want to break the connection between my dad and I by doing this thing. I know he doesn't like that was, that was a motivation. So I don't, I haven't raised kids, but I can tell you from experience and reflecting. Anyway, that's what I have to say. I'm just going to say having raised a kid, the reason I took the approach I did was because I had the opposite approach when I was growing up. We had the punishment system going on and it, it, I reacted just the way you just described. I was like, okay, punished me next time it'll be twice as bad. And that's why I left. When I was so young and I love my parents, I respect my parents. I have a great relationship with my parents now usually. And um, I, I know they did the very best they could and I have nothing but respect for them, so I'm not, I'm not dogging my parents. Everybody deals with their own baggage in life. They do the best they can with what they've got. And so I appreciate that, but this was just my approach to parenting and your mother and I had many discussions about. I'm sure you did an approach, uh, on the whole, I think you turned out pretty well. You're not in jail. No, I'm not. And
- Speaker 4: [45:47](#) I, I'm not saying I'm not necessarily even against some of what my mother did. It's just an interesting reflection on my emotional response to you and my emotional response to her and how you guys did have different discipline strategies.
- Speaker 2: [46:00](#) Personally, I think I leaned too far in one direction and she leaned too far in the other direction. We eventually got to the point where we were mostly an agreement and we took the middle path and I think that was a good approach. Yeah. Well, I just, I guess I just also want to say dead
- Speaker 4: [46:13](#) really what you did was a form of discipline. So it wasn't saying I wasn't disciplined by you, I just wasn't like punished psychologically. You're punished,
- Speaker 2: [46:19](#) right? Well, yeah. I don't. I don't think so. I don't think so. Okay. This, I believe this is an image conflict that people have about God. People tend to think of God as either as a loving father who teaches with wisdom and is gentle and corrective in his discipline, or they think of him as an angry, desperate who will kick your ass if you do something wrong. And I think that we transfer that to humans and we transfer it from humans back to God. And I think it's, uh, it's two different worldviews like controlled by fear or guided by love.
- Speaker 4: [47:01](#) Okay. Now for something more lighthearted. So how are we closest? Well, if you found this show helpful, go to

Edwards.com. Forward slash three, seven, five. Is it, I mean, that's how we usually have so through 75. This is a little bit of a weird podcast, but it was fun. Let's go to the bar. All right.

Speaker 5: [47:29](#)

Thank you for listening

Speaker 1: [47:30](#)

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