



Ray Edwards Show, Episode 415

“Why To” is More Important Than “How To”

Male Announcer: *Ray Edwards Show* episode 415. Why-to is more important than how-to.

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

Ray: Hello, my friends, it's Ray Edwards. I'm here with my podcast co-host Tiffany Laughter-Twinning. How are you today?

Tiffany: I am so good.

Ray: You had a good weekend, didn't you?

Tiffany: Yes. I had a great weekend.

Ray: Can you share a little bit of that? Is that okay?

Tiffany: Well, you rented a cabin that you are unable to use, so my family and I went up there. We're up blended family and we've had many struggles over the last year, actually.

Ray: Because that's tough. Being a blended family is tough. You had two kids from a previous marriage and Troy had two kids from a previous marriage.

Tiffany: Yeah. The kids all get along fairly well. Not the boys so much, but I guess that's normal. The girls love each other. There's been some tough stuff that's happened. We went up to this cabin after all coming back together again. We just had such a time of peace. It was so peaceful, and the kids were all just loving on each other. Troy and I were able to not reconnect because we're always connected, but just enjoy this time of peace, really.

Ray: It is a fresh place outside your normal routine.

Tiffany: Yes. I haven't been there a full weekend for a while with all four kids, and it was just so much fun. We played games, we watched shows, there was a fireplace, and everyone was just so happy up there. Then it was Troy's birthday too, so we were able to celebrate part of it up there. I got my tattoo finished, close to finished on Saturday.

Ray: It looks awesome.

Tiffany: I know. I'm so excited. I can't wait till it's done and to start the other arm.
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Ray: Can we put a picture of that on the podcast page?

Tiffany: Sure. It's not done-done.

Ray: It looks so great.

Tiffany: I know. It's so freaking rad, I love it.

Ray: He's really good.

Tiffany: Yes. He's really good.

Ray: The tattoo artist, really does great work.

Tiffany: Yes. It was super fun.

Ray: That's cool. Lynn and I had a great weekend too. She'd been, of course, gone cross-country, just visited with dad who is in hospice and the whole family's there and all the friends. It was great, she was glad she went, but the circumstances are not great. It was good for her to be home. We just had a quiet weekend, drank more wine than is advisable. I learned last night that tequila is maybe not a good idea for me.

Tiffany: You know what they say about tequila?

Ray: It makes your clothes come off?

Tiffany: That or boxing gloves come on.

Ray: That's not what happened for me. I got super dizzy and all my symptoms got worse. I was stumbling around. Sometimes because of the Parkinson's thing, I look like I'm drunk anyway. Sometimes I play that up, but this just made it all worse and I really had stumbled back to the bed and fell down on the bed with my shoes still on.

Tiffany: Oh my God.

Ray: I think Lynn was a little worried about me, but I told her, I said, "I'm okay, I'm just feeling this." She said, "No, maybe no more tequila for you."

Tiffany: No tequila. The last time I had tequila, Troy and I were in the Dominican. I got feisty and horrible and he was like totally good for me in that moment, but it was bad. I was such a brat. I hate tequila. I'm never drinking tequila again.

Ray: I'm not going to have it anytime soon because I did not like the way I felt. I only had two drinks, but they were big drinks. Anyway, it was a great weekend, feeling fantastic. I want to do a series of podcasts and talk about-- I want to encourage people in being successful and having their own businesses if that's what they want.



It really comes back to being yourself and owning your identity and doing things on purpose, like on your purpose, whatever your purpose is.

I've got a bunch of topics I want to talk about between now and the end of the year. I thought we'd just do maybe one a week for a while and see how that goes. I'm going to try not to ramble too much, but when I say that, I realize it's probably not even going to be true. Don't expect much from me. I do want to say I want to start by talking about why it's okay to be successful. This is a huge problem. We just had 33 people come in for this workshop we did. It was all about having your own small workshop, making a lot of money.

There was such a variety of people there. There were people who are already super successful, there were people who are doing well but they want to go to the next level, there were people that were just getting started and are really nervous about whether it's even okay for them to do this. I had so many conversations with this broad array of people and it all kept coming back to the same things. Two things. One, they felt guilty for the success they were enjoying, they had to justify it to other people. Two, they couldn't figure out why they were doing this. I guess for me, if I had to title this episode right now, I'd title it *How-to is Less Important Than Why-to*.

Tiffany: Really?

Ray: Yes, because here's what I've discovered, and this has taken me quite a while to figure out. You've been around this business now for a couple of years. When is it two years?

Tiffany: December.

Ray: You've seen this so many times. So many of our students come to us, they want these step-by-step formulas for how to do blank. We sell that. We sell the step-by-step formulas-

Tiffany: And it works.

Ray: -and it works most of the time. What I've noticed is when it doesn't work, when people follow the instructions and it doesn't work, they get mad at me or they come to me expecting me to the problem. Now, very few people have said this, but this is what I feel coming from them. What I think is implied in some of their questions and some of the complaints we hear from time to time. What they're saying is, "You sold me the step-by-step system to do what you do, and I don't have the success you have; therefore, you've let me down. Now you have to fix it." There's that expectation.

What I've been reflecting on is what's going on there because I don't feel that way. If I enroll in somebody's program, like I was in Jeff Walker's *High-Level Mastermind* for a year and I invested a lot of money in that. I got out of it what I put into it, and that was okay. I missed several meetings which I wasn't happy about, but I knew that I

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missed them. I never once looked to Jeff and John as, "You guys need to fix this because it didn't work for me." I'm responsible for my actions. What I've noticed about people who buy how-to stuff is it's like they're buying a promise that if you do this, this will work.

I'm always very clear and tell people, "I can't guarantee that you'll get this particular result because I don't know you. I don't know what you will do, I don't know what your work ethic is, I don't know what your command level is," but it's like they don't hear that. I just kept puzzling about this, and I realized it's because there why is not strong enough to get them to push through the problems that come up when you're doing the how. The how can change. I can give you a step-by-step system, but it may not work the same way for you that it worked for me, because guess what? We're not the same person.

Tiffany: Exactly.

Ray: When I see two different people, I don't want to name names, but you can probably fill this in your own head, people that we know who are in one of our groups. One person is like an enthusiastic golden retriever. He is after everything, he does all the exercises, does all the work, takes everything on. Some of it doesn't work, some of it does. He just keeps going. Then there's another person in one of the groups who it's like every little thing gets questioned by this person.

Like, "You said that we would get 30 minutes and we only had 15 minutes." Or, "You said we would meet three times, we met four times." Whether I'm giving more than or less than, anything that's different or deviates from the list that was initially given-- We always strive to give more value than we promised, and I believe we always succeed in that. Where I realized I was failing-- You're getting this fresh from me. Nobody on the team has heard this until they're listening to it right now.

Tiffany: You're processing also, okay.

Ray: Yes, I'm processing also. Where I failed was to make it clear to all of our students, "I can teach you how to do what I've done. That doesn't mean my how-to is going to work for you. The biggest thing I can give you, the biggest value I can give you, is to help you figure out why you're doing it, because that'll propel you through the hard times." I have had hard times. I've had things that didn't work. I've had failures for products we've sold. I've been very open about it, but it's like people don't want to hear that.

Tiffany: No. They just want a fix-all.

Ray: Here's the news flash, there is no fix-all. The difference between successful people and people who fail is that people who fail quit and the people who are successful never do. They never quit. Something doesn't work, they--

Tiffany: They keep trying.

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Ray: Yes, exactly. They don't keep trying exactly the same thing over and over again. How-to information is good and it's good to learn from people. I learned a lot of how-tos from Michael Hyatt.

Tiffany: You do? This ties into your whole thing where eventually you have to stop educating yourself and go do the thing. I mean, not totally.

Ray: You're right on point. Our friend, Doug, calls that educrastination.

Tiffany: It's a thing.

Ray: It's a real thing.

Tiffany: You could do this type of educrastination forever.

Ray: Some people do. They're just like, "I need to know this one more system, this one more thing, read this one more book."

Tiffany: Before they even try to--

Ray: To do something.

Tiffany: Yeah

Ray: My advice, you may be asking, "How do I do this, Ray?" Well, here's what I'm going to suggest to you. Learn the how-to from the people you need to learn from. I honestly suggest you pick a person to be your mentor. One person. It doesn't mean you don't learn from other people about specific things, but you've got to have one coach or one leader or one mentor or one counselor. One person you're going to go to be the source of the fountain of wisdom that you need to draw from.

For me, right now that's Michael. I listen to other people, I love to learn, I love to read and listen to podcasts, you know all these things about me, but Michael is the person who is my mentor right now. When you have picked that person and you start doing things, that's the next thing, is you need to go out and do things, some things are not going to work even though they worked great for Michael. Now, I have a choice. Do I go back to Michael and say, "Well, that didn't work," or do I think and try something that I came up with?

Tiffany: Seriously, this makes me think of Mike Kim and how he used you as a coach and a mentor and he learned how to do the thing, but then he's made it his own thing.

Ray: Yes. Which I love that and I respect that so much. People ask me, "Well, how come Mike gets special treatment from you?" Because he's one of my best students ever. He's succeeded wildly and he did it by taking what I taught him, using what



worked for him, coming up with his own things and continuing on, and he never once complained or bitched or moaned.

Tiffany: Because it's really his responsibility, not yours. Plus, I like how he's just doing what's working for him. I bet you anything he's struggled. I bet you he's had some really hard stuff happen, and yet he's still going and he's not blaming you for anything.

Ray: Mike's had some tough situations in his personal life over the last couple of years, and he's made that public. I'm not going to go into it because I'm not sure what he's shared on his podcast or not.

Tiffany: Sure, yes, because that'd be weird.

Ray: He's had some really tough stuff, but he just kept going. In my presence and to my knowledge, he's never played the victim game.

Tiffany: Yes. That is so tiresome, the victim, you know?

Ray: Yes, I know.

Tiffany: It is a lot.

Ray: It's insidious, which means it's sneaky and it slips in. I find myself slipping into and out of it more often than I'd like to admit. I've gotten sophisticated about hiding it, but you're closer to me than most people so you see it more easily. You've got to stop playing the self-pity game. The self-pity game, here's how it looks to other people. Sickening, gross, irritating, annoying-

Tiffany: So annoying.

Ray: -and you just want to say to the person playing the victim game, "Hey, suck it up."

Tiffany: Yeah. Start moving. Stop blaming, start moving.

Ray: Because the more you explain why you're having this problem the more-- People who are playing this game, they've managed to work their self-pity material into everything you ask of them, everything they do. I can't count the number of times we've had Q&A sessions where somebody will say something like, "Well, my question is about how I grow the number of customers I have in my business, because ever since I had my divorce two years ago, I had trouble with keeping focused." They just work it in there, as if to say, "Here's my loser's limp, my excuse for not moving forward. I'm hung up on this story."

Tiffany: How cool would it be if that person would use it as a step for themselves to just go?

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Ray: Yes. Look, I've got my own challenges, people know, I talk about it quite frequently, because people do want to know, and it's become more noticeable lately. I have Parkinson's, but I do not, will not, use that as a tool of self-pity explaining any problem I'm having anymore. To me, it is a challenge that I'm learning from, it is something that's allowed me to grow in my character, and so now my approach is to laugh about it.

Tiffany: Yes. I love that, because I like joking about it, like the big shakes. [chuckles]

Ray: Yes, we're totally going to go there.

Tiffany: There's a restaurant called Big Shakes.

Ray: We're at the Hertz rental counter and the lady there didn't have any idea. She's like, "Where should we eat?"

Tiffany: "You got to try the Big Shakes. They have the best fried chicken." [chuckles]

Ray: We just started laughing. She's like, "What?" "We can't go into it right now, it's just an inside joke." You'll be in the middle of some terrible thing and people will say, "Well, one day we'll laugh about this." Well, screw that. Let's not laugh about it one day, let's laugh about it now.

Tiffany: Okay, but that is hard.

Ray: I won't deny that. when I was having my problems last night because I'd overindulged in tequila, it just mixed with my meds and my symptoms, and it made me feel awful. I had just been telling Lynn about this whole laughing at it thing, and she's like, "Well, that's just fantastic, that's really great." Then I'm stumbling down the hallway, saying, "Not so easy to be laughing now."

Tiffany: [laughs]

Ray: Yet I was. I was laughing on the inside. I was thinking "Well, this will learn you."

Tiffany: [laughs] "You go learn."

Ray: You have a choice about how you feel, and it's rooted in what you think about-- We'll do a podcast on that soon, taking control of your thoughts. You get to choose, and everybody knows that. If you're constantly railing on about your poor pitiful me crap, that's what people are thinking, "Oh, there Ray is again with this poor pitiful me crap." Yuck. It's gross. As we come into this new year, we've got eight weeks left in the quarter while we're recording this today. We've got eight weeks to get tooled up and fired up and prepared for a new year.

I think now's the time to start doing it, not on December 31st. In the coming weeks, we're going to talk about cleaning up messes in your life, we're going to talk about



cleaning up your mental processes, your physical processes. We're going to talk about wanting what you want. Our next episode is going to be about the lie that entrepreneurs tell themselves all the time.

Tiffany: What is the lie? Are you going to wait on that one?

Ray: Well, I want to tell you what it is, and you can listen to the next episode to find out. The lie that entrepreneurs tell themselves is that they are free, that they have freedom because they're the entrepreneur. That is a lie, and I will explain it in our next episode. This podcast today, though, is about stop getting hung up on the how-to and start focusing on the why-to. Why are you doing what you're doing? If you can just spout it off, you probably haven't thought about it.

Tiffany: I would love to hear what people's whys are and what their business is. Maybe they should email those so that we can read some of them, because that would be cool.

Ray: That would be awesome.

Tiffany: To that miracle whatever?

Ray: miracle@rayedwards.com. Share your miracle stories. I don't think I've shared this one on the air, so I'll share it now. I was having a moment of self-pity when my wife was getting ready to go to Michigan to be with her dad and her family. Shawn was going to go with her, and I was going to be alone at the house. I'm not complaining, I just do have some challenges where occasionally I need some help. I was not feeling great about being alone at the house. I got in the car. As I'm getting in the car, I literally said out loud, "Well, who's going to take care of me?" I close the door, and you know how my car's got that bug that when it starts up, it starts playing whatever was playing last on my-

Tiffany: Super loud.

Ray: -iPhone. Super loud. Well, it started playing something I haven't listened to in like a year or more.

Tiffany: What is it?

Ray: It was a song by Plum, *God Will Take Care of You*. I hadn't listened to that in over a year. I asked the question, "Well, who's going to take care of me?" I get in the car, close the door, start the engine, and she starts singing, "God will take care of you."

Tiffany: [chuckles] That's so awesome.



Ray: Give me the chills right now. That is a miracle. It's not like somebody in a wheelchair gets up and starts walking, but when those things happen, don't you just feel--

Tiffany: Loved and cared for and heard? Totally.

Ray: Yes. Share your stories like that, and then share with us at the same address, miracle@rayedwards.com, share with us your why. What is your business and why do you do it? What's the deepest level that drives you to do what you do?

Tiffany: Yes, or even the stories where maybe you're still figuring out your why, or anything regarding that.

Ray: Yes. On that, let me just say this. I think that's an ongoing discovery. You don't just one day figure it out and you're done. Just like with everything in our lives, we learn more about ourselves as time goes by, we realize, "That's why I'm like that. That's why I have those feelings about the situation." Explore a little bit and share with us.

[music]

Ray:Next week, we'll be talking about the lie that entrepreneurs tell themselves and what to do about it.

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