



Male Promoter: Ray Edwards Show, Episode 417, "The entrepreneurs lie and what to do about it."

The Ray Edwards Show. This is the podcast for prosperity. With purpose.

Ray: Hello everybody. It's been so long since we've been together, like we recorded the last episode 30 seconds ago. This is Ray Edwards, I'm here with my podcast co-host Tiffany Laughter-Twining. How are you today?

Tiffany: I'm so good. This weekend, it totally snowed. Huge chunks, like as big as this, like a silver dollar, huge.

Ray: It did.

Tiffany: Yes. over in Coeur d'Alene, it was crazy and now it's like beautiful and sunny and normal fall weather.

Ray: What stood up here in the South Hill while I was getting a massage, and my massage therapist said, "What about the snow last night?" "I have no idea what you're talking about."

I was stressed out and you'll appreciate this because you've seen me do this before, somebody asked me, "How you doing?" I said, "I'm doing great." Then I paused, I said, "Okay, that's a lie, I'm totally stressed out, I have the sore muscles." I just gave the litany of what was because it's my massage therapist she needs to know these things. She laughed, she said, "That was a big switch." I said, "Well, I'm learning, I need to just tell the truth at all the times." She said, "Yes, the truth is a good thing."

Tiffany: It is.

Ray: I got this amazing massage, did this range of motion stretching with me and I felt like a new person, I literally went in and feeling like the Tin Man when he's all frozen up, he's like, "Oil can." It came out feeling like the scarecrow when he's all like dancing around with, like he's got no bones.

Tiffany: Straws flying all over the place.

Ray: Yes.

Tiffany: Hey, how's your diet going? Since you're talking truthfully, I'm curious.

Ray: Last week was, it totally blew, I just ate everything in the world I'm not supposed to eat. **[00:02:00]** I'm back on. I had a meal with Lynne last night where I had fried ice cream and then I had the tequila and I felt horrible and I thought, "Well, this is good." It's good that I feel horrible after that meal because I'm back on the one meal a day plan now. I've got new macros and calorie count.

Tiffany: Yes, you do.

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Ray: Tara, who is one of our Mastermind members and her-- what's her YouTube channel? Tara's Keto Kitchen. She came and talked to me. She said, "I'm a little concerned that you're not getting enough calories," because I was eating 1400 calories a day.

Tiffany: That's really not enough especially if you're working out.

Ray: Yes, and I was working out and I didn't have any energy and just felt this low-grade fatigue all the time and she said, "That's because you're not getting enough calories." She said, "Would you consider taking a look at maybe some higher calorie counts, I can calculate your macros for you?" Because she's totally into the keto thing. She has a YouTube channel called Tara's T-A-R-A, apostrophe S, Keto Kitchen. She's got 102,000 subscribers. Yes, we'll put a link in the show notes to this.

Listen to some of these titles. "Sugar-free Drink Recipes, Low Carb Cocktails, Keto Coffee Creamers. She's got recipes for all kinds of stuff like comfort foods, but you can actually eat these like keto chili, the best low carb chili in the world. Super great stuff. She gave me my new calorie count and macros and I've talked to Dr. Gus and he was telling me the same thing. He's like, "You're not eating enough calories." That's the new plan and I'm on it and my goal is to stick with the one meal a day keto eating for 60 days in a row.

Tiffany: 60, okay. I did the two weeks or something and then this last two weeks, I've been eating like two meals and now I found that when you eat the things that you should and a lot like at the end of the day with dinnertime, you really do stay full, but if you're not eating enough calories [00:04:00] and not meeting those macros, then you end up feeling very dissatisfied and hungry, like by 11:00 the next day.

Ray: Yes, for sure. I found that to be the case too so. Thank you for asking. Thank you for keeping me accountable. I took my goals and I set up some rewards for myself.

Tiffany: How do you reward yourself like fully, like, where you feel rewarded?

Ray: My reward for keto, if I eat OMAD, one meal a day keto for 60 days in a row, without failing, then I get to buy a new wardrobe.

Tiffany: Are you serious?

Ray: Yes.

Tiffany: Okay, then I benefit from that too, because I get to go shopping, right?

Ray: Of course. You can't let me shop for myself.



Tiffany: Well, what are you going to buy? Like a whole new wardrobe? What are you looking for? Can we do more like a rocker vibe?

Ray: Yes, I'm into that.

Tiffany: Okay, cool. Because that's going to be more expensive anyway.

Ray: That gets me fired up. For some of my other goals, I have a reward for each major goal.

Tiffany: 60 days, why 60 days?

Ray: Because I've read a lot of studies that show that training yourself for a new behavior, like a totally new diet way of eating, not like crash diet, this is a healthy way for me to eat because of the condition that I have. It's good for my brain health so I wanted to become habitual and locked in and the research shows, it's from 40 to 60 days, you have to do this thing for-- people used to say, "21 days." No, that's not enough.

Tiffany: No. Wow, so how do you keep yourself on track though, like those difficult times when-- you know what I'm saying?

Ray: Yes, I'm taking every day, taking time in the morning, my morning routine to review my goals, I have my goals written out, I have the key motivations for why to do these things and then I have next steps I need to take and then I have the reward. I have a revenue goal for fourth quarter in a company that is pretty freaking huge, and if I hit this goal, my reward for myself is a Rolex. [00:06:00]

Tiffany: A Rolex?

Ray: Yes.

Tiffany: How much is a Rolex?

Ray: \$7,000.

Tiffany: Do you even need one?

Ray: No, I don't need one, I want one.

Tiffany: Why?

Ray: Because I've always wanted one. To me, it was--

Tiffany: Oh, the Valentino shoes?

Ray: Yes.



Tiffany: Okay, I understand.

Ray: Exactly. That's a cool discussion. Thanks.

Tiffany: Yes.

Ray: What were we talking about? Oh, entrepreneurs, the lie entrepreneurs tell themselves. If you're an entrepreneur, I want you to stop telling yourself this lie that your business gives you freedom, that is total bullshit. If you got into business as an entrepreneur to be free, just how free are you? Since you left your job, because I'll tell you right now, I'm not free. I get a wider range of choices about where I want to work, who I want to work with, things I want to buy. I have good income, I have that amount of latitude, but that's not freedom to me. Freedom is to me, if I don't want to work for the next month, I don't have to. If I want to go to the Netherlands for three weeks and do no work, I can do that and it doesn't change my financial status, that's freedom.

Entrepreneurs by definition are not free because you're working in your business. Business owners are free because they own the business, they don't run the business.

Tiffany: Yes. Did you talk to Sean about being a business owner for Revel, rather than a business, like running the business?

Ray: By the time this podcast airs, the answer is yes.

Tiffany: Okay, cool.

Ray: Because I don't want to be working in the business, I want to own the businesses. I want to own the company that is currently called Ray Edwards International, I want to own the coffee shop, I don't want to be working in either one of them because that's not freedom. Freedom is you have money that works for you, **[00:08:00]** you don't work for your money. Right now, as great as I have it, make no mistake, I love the success that I have.

I have a higher income than most people, I have the ability to make purchases and make decisions that most people don't have the privilege of making, I'm able to be very generous, which I love being generous and not because somebody forced me to, not because somebody says it's the right thing. I just love being able to give things to people and see the look of happiness on their face. Yes, and it just makes me happy.

When I tell people that I have these big goals, like my goal, I'm contemplating an impossible goal for 2020 and the reason I'm contemplating this, is this lady whose teaching I follow who may be my mentor next year, Brooke Castillo.



I'm seriously weighing that and considering that because she has built a business, I've watched her change and shift her business model several times. She went from \$300,000 a year when I first knew about her, to now \$25 million a year. Her long term goal is to make \$100 million a year and so I'm studying her business carefully and I realized this is the business I want to have, so I've always been of the mind that if when you see somebody doing the thing you want to do, the thing you do is go to that person and learn directly from them. Now here's an admission, this is confession time, I've been in her coaching program now for a year, I think I made one coaching call.

Tiffany: Oh, okay. Well, at least you're not holding her responsible for that.

Ray: Well, no, it's not her responsibility. As I contemplate this, I think, I don't think, I'm going to know the decision that I'm making by the first of December. Now, you might say, "Well, but I heard you on another podcast say that you're following this Michael Hyatt." [00:10:00] Well, he is-- He's my business mentor. Brooke, even though I want to model her business, she has a-- There's a personal mentoring component, not that she spends more time with you as a person, but that she has you working on yourself as a person. Michael is more of a business processes kind of guy. That's what I'm learning from him.

Brooke is, "Here's how to do work on yourself." Her stuff is more effective in my mind than Tony Robbins or anybody else in that field that I can think of. I just admire her tremendously. She has this thing she does called "setting an impossible goal," picking one goal for next year that you know is impossible. If you set it, and you say, "Well, here's how I think I'll get there." Then, it's not impossible.

Tiffany: What is your impossible goal?

Ray: I haven't decided yet. I'm having to work through-- this is an interesting process because she talks about it in her material on setting the impossible goal, she says, "You're going to have to work on this for a while because your brain is going to trick you into setting possible goals based on things you've done in the past." She says, "I want you to set a goal that forces you to become a new person."

Tiffany: That's cool.

Ray: That's what hooked me. It's like, "Okay. I'm into this." I don't know just yet what my impossible goal is, but--

Tiffany: What were some that were running through your head that were basically possible?

Ray: \$10 million in revenue. That would be hard, but I can see ways to do it. The jet is actually an impossible goal for next year.

Tiffany: Yes.

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Ray: That might be it. Up to now, it's been something I'm been visualizing to manifest. Now I'm thinking about setting it as a goal. This will freak you out maybe. Maybe. I never know what's going to freak you out really. She says, "The reason I want you to set an impossible goal is the next thing I'm going to ask you to do [00:12:00] is commit to having 25 failures per quarter attempting to get to that goal."

Tiffany: That's cool.

Ray: Really? That's your response?

Tiffany: Yes.

Ray: Why do you think that's cool?

Tiffany: Because it forces you actually to be trying to reach your impossible goal.

Ray: Yes, and becoming more comfortable with failure along the way.

Tiffany: Yes.

Ray: Because what did I say in our last podcast? People who fail, quit.

Tiffany: Yes.

Ray: People who succeed, never do. What she's teaching with this impossible goal thing is set an impossible goal and never quit.

Tiffany: That is so rad. Can you imagine failing 25 times in an attempt to get your jet?

Ray: In a quarter, that means 100 failures for the year.

Tiffany: Wow.

Ray: She's had people in her certified life coach students who set impossible goals and didn't quit and achieved the impossible goal, the last week in December the next year.

Tiffany: No way.

Ray: She's told stories about how they wanted to quit along the way, how they'd come to her and say, "There's no way I can do this. I've got three months left. It's impossible. I can't do it." She says, "But you're not going to quit, are you?" They pushed on and they didn't quit, and they hit their impossible goal.

Tiffany: I need to get on some coaching calls with her?

Ray: Yes.

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Tiffany: Hey, we should have her on the podcast. Do you think we could get her on the podcast?

Ray: Yes, I want to make that happen.

Tiffany: Okay, because I feel like that's a possible goal, not an impossible goal.

Ray: Yes, for sure.

Tiffany: I'm okay trying to fail at that one for a while.

Ray: For sure. Okay, Brooke Castillo on our podcast. Brooke, you don't know this--

Tiffany: We're coming for you.

Ray: And you and I are friends. We're going to hang out together. This takes me to one of the things I wanted to talk about. I'd said this episode would be about the lie entrepreneurs tell themselves, so you might ask what do you me to do then, Ray? I want you to realize it's a lie and stop deluding yourself.

Tiffany: Why do you think that's important to say? [00:14:00]

Ray: Because people are making themselves desperately unhappy because they're lying all the time and deep down inside, they know it. They talk about, "Oh, I have the freedom to work wherever I want to, with whoever I want to, to do I want to." Inside they're thinking, "I don't have any freedom. I feel like a slave to this business. I feel like I'm chained to it. I can't move. I can't breathe because all my lifestyle depends on it, all of the lifestyle, all of the people that work for me depend on it." Many people feel trapped in their business, by their business. Now, I don't feel that way. I love what I'm doing. I love the people that I work with. You guys are my family that I chose. That's how I feel about it.

Tiffany: Me too.

Ray: I want more for us, for all of us. What I want for all of us is freedom. I want us to have actual freedom. Now this is leading me to the last thought I wanted to share today and that is people who I share things like this will say, "Don't you teach us to not put off our happiness to the future?" I'll be happy when I get the jet. I'll be happy when I get freedom.

Tiffany: But you're still happy now.

Ray: Exactly. That's my point. It's not contradictory. You can be happy in the moment for no reason even if things are going in a difficult way for you. My father-in-law was in hospice. My stepdad should be in hospice, but he's not. That whole thing on both sides of the family is a big mess. You can imagine the family stuff that comes up during those times. Lynn has some medical challenges. I have some



medical challenges. If I wanted to complain, I could, but I refuse to do that. I refuse to play that game. I'm living my best life yet and I'm enjoying the hell out of it and I don't--

Tiffany: While being incredibly symptomatic lately and dealing with all this other crap.

Ray: Yes, and I don't feel the need to justify that to anybody, but I want to share this because I feel like [00:16:00] a newly saved person who's got the gospel and they're out telling everybody, "You won't believe how good this is," because this gives me fuel, for now I can look to the future and see not necessarily the stuff that I'm going to get because the stuff is great. Money is great. I don't have anything against money and if you ever come up to me and say, "When I do this business, it's not about the money, but--" Stop, because you're lying. It is about the money. Anybody who says it's not about the money, it's exactly what it's about. That's why you brought that up because that's what's on your mind.

Tiffany: Yes.

Ray: It's okay. We're in business to make money.

Tiffany: Yes.

Ray: What I'm super interested in though is who I have to become to get to that impossible goal because I'm excited about being that person. I can start being that person now.

Tiffany: Yes.

Ray: That's one of the things that's making me so happy.

Tiffany: Why were you thinking about that? Are the lie entrepreneurs tell themselves? So much that you wanted to make a podcast about it.

Ray: Because I've been talking to dissatisfied customers. We don't have a lot of them, but we do have a few and they're vocal. My strategy used to be to avoid them. I told Cammie in the early days, "I don't want to hear from these people. You handle them. I don't want them messing up my state," but I decided recently, they don't have the power to mess up my state. I could learn things from them. I've been calling them and talking to them and saying, "Hey, tell me what went wrong? What did we do wrong?" I'm not going in from a defensive posture because I have nothing to defend. I just want to know what they feel because that's something I can work on making sure it doesn't happen for the next people or making sure that people who feel that way, don't get into the next thing.

That made me think about what we say in our copy, we talk about the freedom, going into business for yourself. We talk about the freedom of going into business for



yourself and that's not where the freedom is. The freedom is owning a business that runs on its own because if you're an operator, you get tired. If you're an owner, you get wealthy. [00:18:00]

Tiffany: Yes.

Ray: I think all of us who feel a call to be in their own business, need to start thinking about owning their business instead of working in a business and stop telling that entrepreneurial lie. Do we have any miracle stories that have come into the miracle@rayedwards.com email address?

Tiffany: No, not lately. We've read all of those on that one podcast you're avoiding listening to.

Ray: That's what we did, didn't we?

Tiffany: Yes.

Ray: Maybe we should at least cut those out and put them in here.

Tiffany: Yes.

Ray: There's some work for you, Chris.

[music]

Tiffany: Laura, she says, "I sent this twice to the email address in the show notes, and it keeps bouncing back. Here it is again. "Hi, Ray and Tiffany." First, since the day you came out with your video about getting your own plane, which I think is totally awesome and I hope you do ASAP." Me too, Laura. Me too. "I wanted to ask if you've ever heard of NetJets?" Yes.

Ray: Our friend, John, flies for NetJets.

Tiffany: Our new friend who we will be friend even further into the depths of our black hole of-

Ray: Friendliness.

Tiffany: -love and community.

Ray: Yes.

Tiffany: "I am guessing by now you have with all the people contacting you. My brother-in-law has been a senior pilot for them for close to 20 years." What the hell? Would this not be weird if her brother-in-law was John Johnson?

Ray: That would be weird.

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Tiffany: [chuckles] Totally rad. "The company was started in 1964 and Warren Buffett was so impressed with it, he purchased it in 1998 and has grown it to a fleet of 700 business jets."

Ray: Wait. Warren Buffett owns this company?

Tiffany: Dude, I did not know that.

Ray: Nor did I.

Tiffany: Now we know.

Ray: This just get interestingier and interestingier.

Tiffany: Yes, speak it. I mean, preach it. "You buy into the ownership and whenever you want to go somewhere, they bring one of their planes, pick you up and take you where you want to go." Now, does that not sound rad?

Ray: Yes. That sounds like exactly what we need.

Tiffany: Yes. Oh man. Okay. We did one leg of this trip trading for two hours. We hung out in LAX for a split second and then, we ran to the next plane, took that plane down for-- heading for, it said two hours, but it felt like 45 minutes.

Ray: Yes, and [00:20:00] LAX, I love you but you're like the bus station of the skies.

Tiffany: Dude, and there's not enough bathrooms for the women.

Ray: No, nor for the men.

Tiffany: Really?

Ray: Plus, they're dirty.

Tiffany: They're dirty.

Ray: The men, let's face it, men are animals.

Tiffany: So can women be.

Ray: Really?

Tiffany: Yes, right, women? Just email me your stories at miracle@rayedwards.com [chuckles]

Ray: Yes, that's the kind of miracle we're looking for. [crosstalk] How did you manage to get that there?



Tiffany: We could go on. She says, “Over the years my BIL, brother-in-law, has flown people like Beyoncé, Arnold Schwarzenegger and some other people, entrepreneurs, and athletes. In case you are still checking and haven't heard about them, here's their website. Now, onto the miracles. I want to share too what I consider miracles. The first one came because of my connection with you. Ray, which you know about because you were there when it happened. As you know, I used to be an international children's minister, but after our oldest daughter died, God strangely began bringing other grieving parents to us who were asking our guidance in their deep darkness of grief. At that time, we were so fresh in our own grief that we pretty much just offered to walk it out together.”

Ray: Wait, is this Laura Diehl?

Tiffany: Yes.

Ray: Oh, wow. Go on.

Tiffany: “We began meeting with people, we called our little ministry, GPS Hope, Grieving Parents Sharing Hope. God brought you into my life by way of a writing course, as we were in the process of figuring out this transition of how to have a ministry to grieving parents and has to support it financially. After taking the course, my husband Dave, and I felt led to fly out from Wisconsin to San Diego for Permission To Prosper conference you were holding. I had three divine connections at that time, who were still mentoring and growing me. But the one I want to share about is David Hancock, who is the founder of Morgan James Publishing.”

Ray: Wow. Okay, keep going.

Tiffany: “Earlier in the year, God had woken me up about 3:00 AM with the words, when tragedy strikes, ringing in my head and a bunch of what's seemed to be--”
[00:22:00] Dude, this is actually giving me goosebumps.

Ray: Yes, me too.

Tiffany: “And a bunch of what seemed to be chapter title. So, I got up and wrote it all down and a few days later started writing the book, it seemed God wanted me to write.” What? “My plan was to learn everything I could about self-publishing to get this book out to those who might need it. And literally, after the conference is over, including the group picture, I ended up in a conversation with David Hancock, who gave me his card and asked me to send the three chapters I had written so far. To shorten the story here, the bottom line is that, while Dave and I were in Spokane with you taking a three-day workshop, I got a call that I was being offered a contract from Morgan James Publishing for my book. I fully believe that was a miracle. I was not pursuing a publisher, but God not only put me directly in the path of a publisher but had him ask me for my work, and then offered the contract.



As a note, the book was directly impacted or has directly impacted hundreds of grieving parents with wonderful testimonies of how it changed their lives, in bringing hope to be able to live again after the death of a child and has won multiple awards.”

Ray: That's amazing.

Tiffany: She goes on, “And here's another piece of that miracle. While in that workshop in Spokane, you gave us the tools to write a cornerstone book. I took advantage of that time and the last night I literally stayed up through the night to write a book titled *Triple Crown Transformation*, which actually became my first published book. Those two things while in Spokane with you and your team broke something wide open to me, and I ended up writing a total of five books in 13 months.”

Ray: What?

Tiffany: “I have no idea how that happened, except to say it was by the grace of God, a miracle.”

Ray: That's amazing.

Tiffany: She goes on. It's couple paragraphs, but I think it's important to read. “The second miracle I would like to share with you is the Hope Mobile, we now live in full time. As I began traveling more for speaking and ministering to grieving parents, Dave and I both felt God leading us to get a small motor home to be easier on us. A home away from home, instead of your luggage, hotel restaurant scene, especially since what we deal with is so heavy. For two years we've pursued this, spending hours and hours every month looking online and stopping at RV dealers as we [00:24:00] continue to travel in our car.

Then, one-day last summer in my personal time with the Lord, I heard Him speak to me that we should sell our house to our oldest son, get a large class A bus type motor home and live in it full time for GPS Hope. When I nervously approached Dave with this, he confirmed it by saying God had been speaking that to him too. That right there is a miracle that we were both hearing the same thing about something that huge.

After the past two years of searching, trying to figure out how to make this work within 10 days of this new direction from God, we were the owners of a wonderful pre-owned motor home that was absolutely perfect.” Okay, Laura, can I just say, you need to start vlogging. Put this up on YouTube.

Ray: For sure.

Tiffany: “We are coming up to the one-year anniversary of living and traveling full time in the Hope Mobile and it has been wonderful. Thank you, God, for your miraculous leading and your miraculous provision of this house on wheels as we

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continue moving forward, literally doing what you have called us to do. And thank you, Ray, for being obedient to God and being the conduit He has used and He's continuing to use make miracles happen in our lives. By the way, TCA Franklin was amazing. So glad I was there. Laura, speaker, singer, and life coach."

Ray: That's really stunning. I did not know all that about Laura, five books.

Tiffany: In 13 months.

[music]

Ray: Meanwhile, if you've got miracle stories to share, small miracles, big miracles--

Tiffany: And the why of what you're doing.

Ray: Yes, what's your business and why are you doing it. We still want to hear about that.

Tiffany: Be truthful.

Ray: Don't give us the answers you got out of the book or the course you're taking.

Tiffany: Yes, like the real, real, real why.

Ray: If you can do this, if you can record yourself, turn your microphone or your phone and send us the audio file, that would be super cool.

Tiffany: Yes, then I wouldn't have to stumble over all the words.

Ray: We can get your voice on our podcast. If I were you, I'd be thinking, "Then can I say the name of my website?" Sure.

Tiffany: The handle on Instagram, your YouTube thingy?

Ray: Sure, put it in there.

Tiffany: Do it. [00:26:00]

Ray: Giving you a chance to promote yourself. Feel okay about promoting yourself, feel okay about being successful. Our next episode will be about, "taking joyful pride in how much money you have." I think you should. I think you should talk about it with people. People say, "Don't talk about money, sex, or politics, or religion." I think you should talk about all those things. That's what we'll talk about next week.

[music]

Female Promoter: Thank you for listening to the Ray Edwards Show.

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