



Ray Edwards Show, Episode 423

The Next Right Step

[00:00:01] **Male Voice-over:** *Ray Edwards Show* episode 423, The Next Right Step.

[music]

[00:00:09] **Male Voice-over:** The *Ray Edwards Show*. This is the podcast for prosperity with purpose.

[00:00:18] **Ray Edwards:** At least publishers, the New Year will start two days from now. It'll be a new decade. Think about that. Where were you 10 years ago?

[00:00:26] **Tiffany Laughter-Twining:** Nowhere I wanted to be. I was literally living with my mom in a single wide mobile home, pregnant with a toddler and trying to start my life over.

[00:00:37] **Ray:** Oh my gosh.

[00:00:37] **Tiffany:** Yes, when I say it's nowhere I want to be, yes.

[00:00:40] **Ray:** But you ended up here.

[00:00:43] **Tiffany:** I know.

[00:00:45] **Ray:** That's a good thing.

[00:00:46] **Tiffany:** Yes, there's been a lot of changes.

[00:00:48] **Ray:** What's interesting to me is you've been working with us for a little over two years now.

[00:00:55] **Tiffany:** Yes, two days over two years.

[00:00:57] **Ray:** Yes, I missed our workaversary.

[00:01:00] **Tiffany:** I think I was working from home. You were working here going through your crazy week.

[00:01:05] **Ray:** That's right, the crazy week. Lynn listened to last week's episode, and every time I would say something, she would say what you said right before you said it.

[00:01:14] **Tiffany:** It's perfect.

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[00:01:15] Ray: That was pretty cool. It's pretty funny. She kept laughing, she'd be like agreeing with you.

[00:01:20] Tiffany: That's great. I'll have to re-listen to that because I don't remember what we talked about.

[00:01:25] Ray: It was a good episode. Where you were 10 years ago and then you've been with us a couple of years, two days over two years. It's been interesting to me as you've become exposed to this world of people creating businesses and taking their knowledge or their experience and turning it into a business and you've been excited a couple of times about one program or one idea or another. Then just lately you've really picked up the Instagram torch and run with it.

[00:01:55] Tiffany: Yes.

[00:01:56] Ray: What happened?

[00:01:57] Tiffany: It was like I was just-- It all came together for me. I was watching stories for a long time and really intimidated by doing my own and I wanted to have a blog and I wanted to do a podcast with Troy and with different guests and I don't know why. I had been praying a lot about the direction that I should be going and what my life here is about. It seemed like there was so many opportunities and so many cool people that I've met the last two years. I don't remember why it totally clicked. It just did. Then it was like, "Go, just start walking." That's what I kept hearing. Just start walking. I had no idea what really-- There was no clarity especially two weeks ago.

[00:02:44] Ray: But you did it.

[00:02:45] Tiffany: I'm doing it.

[00:02:46] Ray: You're doing it. If you're not following Tiffany, then you should be. What's wrong with you? Tiffany Laughter on Instagram. Spelled like laughter, L-A-U-G-H-T-E-R.

[00:03:00] Tiffany: Yes, simple.

[00:03:01] Ray: Tiffany Laughter. Follow her stories, her feed. I want to talk about three reasons why this is the right thing to do. Then I want to come back to what your journey is right now because I think you're where a lot of our listeners are or maybe just a step or two ahead of some of them, but you've recently been in that territory. So many of our listeners are like, "I want to do something. I know people who are having a business online or they're having an impact online or they're getting a message out." We know all kinds of different people who have different reasons why they want to build a presence online, but they're not sure how to start.



I see people get stuck and frozen. I want to start with the three reasons why I think it's important to do this because we're in an age where we've never been before. There's never been a time in history before when you could, as an individual, speak to the world. You had to get a publisher, you had to convince some gatekeeper to decide that your message was worthy to be put out to the world, and then you had to count on them to do it. It was very rare. You were looking to be discovered. Now you can really discover yourself.

[00:04:14] Tiffany: There is a bit of discovery even on social media, but I find when you're doing it consistently, just making that next right move consistently, like posting every day, then you're more likely to grow an audience. There is no gatekeeper really except for the algorithm of Instagram and Facebook.

[00:04:33] Ray: Yeah, and your own mind.

[00:04:35] Tiffany: Yes.

[00:04:36] Ray: Which people get hung up on. The three reasons are, number one, we're in the Wild West days of building a presence on the internet. By Wild West, I mean back in the early days of the US, land was free. All you had to do was claim it. You just had to show up and say this is my land and you got it. Imagine, if you will, being able to go back in time and buy thousands of acres of land for pennies and what it would be worth today. I call it the land grab. It's time for you to go grab the land. The way you do it is by what you're doing. You just start building and you consistently show up for people every day, day after day after day, and you begin to build a following, a tribe or an audience, a group of people who are waiting to hear from you.

[00:05:31] Tiffany: Yes. The thing is that people do want to hear you. Sometimes I get on there and I'm like, "What am I giving a talk about?" I just tried to take the blockade off of my mind and just do it because there's a lot of reasons not to.

[00:05:44] Ray: Say more about the blockade on your mind.

[00:05:46] Tiffany: Well, like certain people following you that you're intimidated by or you might not want them to see certain things for whatever reason. You shove that down and you just do it. You just do it. It's like the next right step. It's not 20 steps down the road, it's just the next right step.

[00:06:08] Ray: I like that because that's so hard for a lot of people to grab hold of. In my experience, the people that I talked to a lot, like when I'm speaking somewhere or we have a webinar and people will come on and ask questions, they want to know what's the whole blueprint from A to Z? Tell me the next 12 months exactly where I'll be every step of the way. The truth is nobody can do that for you because nobody really knows. If I look back at my past over the last 10 years, I never would have predicted that I'd end up where I am today because-- Just in the



last year, things have shifted and it's all been about doing what you just said, taking the next right step.

[00:06:48] Tiffany: Sometimes that doesn't mean you even see the preceding step before you take that first step.

[00:06:55] Ray: You should be aware. Sometimes you're going to think you know the next right step and you don't. You step in a hole.

[00:07:03] Tiffany: But that's okay too.

[00:07:04] Ray: Yes, the second big reason that doing this is right is there is, at the other end of this adventure, there is the opportunity to turn this into a business that makes you money. You can make a living sharing your story or your knowledge or your experience or your fashion or--

[00:07:26] Tiffany: Yes. Jennifer Allwood had a podcast about this that I loved. I don't remember what scripture she used to talk about it, but it was like basically the Bible gives you these passions in your art and your work or whatever and God wants you to do it. He'll give you the wisdom to monetize that.

[00:07:46] Ray: Yes, there's a scripture that says, He gives you the desires of your heart. I think it means both ways you can interpret it. You have these desires and he gives them to you. He grants them. He says, "Okay, you want this, you can have it." But I think He also gives you the desire. He plants that seed inside of you that makes you burn for a certain thing. It could be so many things. It could be fashion, it could be music, it could be art, it could be business, it could be health. We all I think have a different mission, a purpose, and that's part of the thing. It's discovering what your purpose is. I don't think you have a shaft of light come out of the heavens and a booming voice that says.

[00:08:32] Recording: Tiffany, this is your purpose.

[00:08:35] Tiffany: No.

[00:08:36] Ray: I think you discover that as a process. Would you-

[00:08:38] Tiffany: I would totally agree with that, but it's one of those desires that's in your head for a while. You can have desires that you think you want and they kind of fade away, but it's like those one, two, three, whatever, how many things that stick with you and you're like, "I feel like I need to do something with this." That's me.

[00:08:59] Ray: I've seen you go through periods where you think, "Well, I think I want to talk about this," and then you reverse that and say, "I don't know if I want to talk about that." How did you get to a point where you just pushed past that?



[00:09:10] Tiffany: I don't know if I'm totally there yet because I don't-- Even now, I don't have clarity. I have more clarity than I did two weeks ago. I've been talking about doing a podcast mainly for women, I think, about family, marriage, blended family, crap, fashion, and just fun, and that's something that's something that's becoming more clear. Wait, what was your question?

[00:09:35] Ray: How are you discovering the thing, your purpose, the thing under the thing?

[00:09:41] Tiffany: The thing under the-- Honestly, it's processing it with people and letting that be dug out. I know that's weird, but I talk to people I trust. Troy and I have had so many discussions about this and with you too, my friend Aubrey, and just discovering what it is that I actually want and narrowing it down. It is like fashion. It's kids-- Well, maybe not kids, but just being a mom, all that.

[00:10:11] Ray: For a while-- I hope you don't mind my saying this, for awhile, you seem like you felt concerned that maybe fashion was--

[00:10:18] Tiffany: Conceited or shallow.

[00:10:20] Ray: Yeah. How are you feeling about that?

[00:10:22] Tiffany: I feel so much better about that. I keep talking about this person, but Jennifer Allwood, I have been binging her podcast lately. She has a lot of creatives following her and building businesses. One of them has earrings that she makes. Jennifer Allwood gives so much validation to that desire of this woman to make earrings and have women feel beautiful wearing them, and how that is a God-given talent, and that she should do it. She shouldn't feel bad about that. That helped me.

Then a conversation with you helped to-- I don't remember why. I had just said that I just felt shallow loving clothes and stuff. You were saying that God gave me that. I don't remember how you said it. Also, conversations with Troy and that it's okay. It's okay to feel pretty in your clothes and want other women to feel that way, et cetera, et cetera.

[00:11:22] Ray: Totally. I think just from a purely God-loving standpoint, how does He want you to feel? He wants you to feel beautiful, He wants you to feel like a creation that He made that He's proud of. You, taking that message out to other women is incredibly helpful. There are women, and men probably, who are only going to respond to your voice. I shared this with folks before that sometimes we ask, "Who am I to do this?" Because there's so many other people who talk about copywriting or marketing or marketing or fashion or jewelry. Who am I to talk about it? Well, you're the person that a certain number of people, you're the only person they'll ever be able to hear this from.

[00:12:14] Tiffany: That's true.

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[00:12:16] Ray: I think there's people who yours is the voice they're waiting for, and if you don't step up and speak up, then it's like you're stealing from them.

[00:12:24] Tiffany: Absolutely. People are faced with their own fears and insecurities when they want to be talking about this. I think that they should just start moving. Start walking. Take that next step because people are waiting to hear from them.

[00:12:41] Ray: I want to emphasize that they're waiting to hear from you. Not like your version of somebody else, but you as you really are. Just think of it as this is you amplified.

[00:12:56] Tiffany: What do you mean by that?

[00:12:59] Ray: It's like without the miracle of the internet, you can talk to the people that you know in your neighborhood and your circle of friends, that may be 100 people, but when you're amplified by a service like Instagram, literally it could be millions of people. Maybe it won't be. Maybe it'll be 500 people or 1,000 people. Just think about how amazing that is. What if you could have 1,000 people show up outside your house everyday waiting to hear what you had to say?

[00:13:34] Tiffany: Exactly. Say you're on a stage in front of 1,000 people. That's a lot of people.

[00:13:38] Ray: Yes. If you have 500 or 100 followers on Instagram, that's what you have. You have 100 people who've said, "I want to hear from you."

[00:13:51] Tiffany: That's huge. Granted, I am very new at this. This is probably two weeks' worth of processing and thinking and taking that step, walking. I'm learning so much as I'm going. I just am.

[00:14:12] Ray: Well, this is why I wanted to have this conversation with you, because I'm so excited for you. I see how on fire you are and how you're actually doing things. You know me, I pay attention to the people who actually start doing things. It's not about how big your following is or how much experience you have, it's like, "Are you doing it?" You are doing it. You're learning so quickly. It's amazing.

[00:14:39] Tiffany: Thanks. I think it's because I have been watching people. I've been around this. It's not like I just stepped into this world. I think that helped. I've been watching people, learning from people. I feel like I've been steeped in all this information for two years and now it's clicking. Now I'm like, "Well, I know that. That's what Ray has talked about and that's what Michael Hyatt's talked about." It's easier to implement, I think.

[00:15:08] Ray: How is Troy feeling about this?



[00:15:11] Tiffany: He is loving this. I am so grateful because he's not the spouse that's skeptical or like, "Why are you doing that?" No. He's full on, 100% billion supportive of me. He's creating a studio just where I can do podcast and the fashion stuff that I want to do. He doesn't even care if it's ever monetized, he just knows that I should be doing it. I have his full support, which makes this so much easier. Can you imagine fighting a spouse?

[00:15:39] Ray: That would be so hard.

[00:15:41] Tiffany: It would be so hard. I'm not dealing with that, so I'm so, so grateful. He was like, "We're going over to my sister's house, so bring the camera. Let's see if Kristy will take some photos of you." That's what we ended up doing. It was funny and silly and awkward as heck, but at the end, it was fun too. It was fun to be moving. It was fun to be going in the direction that I think I should be going in finally.

[00:16:07] Ray: You guys took some great pictures. You made some great pictures.

[00:16:13] Tiffany: Make photos. It was super fun. It was awkward at first. I was not used to being in front of a camera. She had taken photos but not really of subjects really. It was fun though. We just drove around Wenatchee and shot some photos. I think we got five or seven photos, which is way more than I thought we would get just because I was awkward and felt conceited.

[00:16:36] Ray: You've only been accustomed to being behind the camera saying, "No, Ray, don't smile that creepy smile."

[00:16:44] Tiffany: [chuckles] "You look awkward. Can you just not look awkward?"

[00:16:47] Ray: Sure.

[00:16:48] Tiffany: It's so much easier directing people.

[00:16:50] Ray: I think you're doing a fabulous job. I love your stories and how you share your day-to-day when you do it. I think people believe that for them to be an influencer, if we can use that word.

[00:17:05] Tiffany: Sure.

[00:17:06] Ray: Some people think, "Well, that means I have to be going to Brazil and staying at resorts and windsurfing and skydiving and climbing cliffs." That stuff's all cool and everything, but how many people actually get to live that life?

[00:17:20] Tiffany: No. The thing is that I followed some people like that. In the end, it just made me feel like my life isn't good enough. I don't want to follow those types of accounts. I just don't. I want more down-to-earth, real stuff.



[00:17:33] Ray: What I want to know is how are you living your life? How are you dealing with things? Sure, if you want to talk to me about business or about fashion, which is something I was not interested in until you came in to work here and you told me, "You need to stop dressing like a grandpa."

[00:17:48] Tiffany: Can you not shop at Costco for clothes, please, [chuckles] jeans?

[00:17:54] Ray: Those are things I want to know, is how are you dealing with life. I think being able to show that and show a creative way of living regardless of where you live or what your life is like-- Are you familiar with a guy named Jesse Driftwood?

[00:18:12] Tiffany: No.

[00:18:13] Ray: He became famous for doing these Instagram stories which were-- What made them special were they were like little movies. Really well-made little movies. He was a wedding photographer and videographer. When he saw stories come out, he said, "I could do this in a way that's different than other people." The thing is his life was so normal. His Instagram stories were him with his daughters and going to work and going back and forth to work and the path that he walked along. He gave himself a challenge of making an interesting movie every day on his way to work for a while. Which you think is the most normal of things. It's just a way of making the ordinary seem extraordinary, I guess.

[00:18:53] Tiffany: What I'm struggling with now, well, one of them, is putting myself out there authentically. Not authentically, just-- Oh man. The word escapes me. Being who I am. I can't think of what I'm trying to say.

[00:19:14] Ray: Is there something about it that scares you?

[00:19:16] Tiffany: I want to make sure that what I'm putting out there is me. It's not anything but who I am and what I want perceived. Not even what I want perceived, but being-- What am I trying to say?

[00:19:37] Ray: I think I might know. Casey Neistat was talking about this not long ago. He used to do a daily vlog, and he stopped doing that. He said one reason he stopped doing it was he found himself engineering time with his family for the purpose of making a video.

[00:19:53] Tiffany: That. I do not want that.

[00:19:57] Ray: I don't think you have to do that. I think what you're doing is a little different. He had all this pressure because he was a movie maker and a cinematographer. It felt like every day he had to produce a miniature movie. What you're doing is more slice of life and a variety of different stuff.



[00:20:16] Tiffany: But you know what I am struggling with for real is moving into the next step. I started the Instagram stories, and I'm putting myself out there. I've got some good photos which you need for your feed. You just do, but how do I move into the next area that I want to be going without sounding salesy or fake or, you know what I'm saying?

[00:20:41] Ray: Yes. I think the answer to that is keep going down the path you're going down. I think first comes attracting your tribe.

[00:20:51] Tiffany: But how do you do that if you're not really doing the thing that you want to be doing?

[00:20:57] Ray: Like what is that thing?

[00:20:58] Tiffany: Well, like my podcast, which isn't out yet, or the fashion stuff.

[00:21:05] Ray: This has become a live on the podcast consultation.

[00:21:09] Tiffany: I like it.

[00:21:10] Ray: I like it too.

[00:21:10] Tiffany: But this is going to help people that are listening to it.

[00:21:12] Ray: Yes, I believe so. My advice is do one thing at a time. Right now your thing is Instagram. It doesn't mean you don't have the blog, but I would really focus on Instagram and just start building that, showing up every day in the way that you have been. You're very consistent and just keep doing that, and as you've seen, you'll pick up followers. The more you can show up consistently for those followers, you'll start picking up some of their friends and some of their friends. There's a member of our mastermind group, I don't have her permission to tell this story, so I won't say her name, but she told me she has started doing this on YouTube and she said, "You kept telling me if I just show up every day that I would start getting an audience." She said, "I'm getting viewers. I don't even know where they're coming from."

[00:22:02] Tiffany: It is all about consistency.

[00:22:05] Ray: I'd keep doing that and if you can-- This is such easy advice to give and I think harder to process and actually do, not worry about having to "monetize." Just think about how can I show up for the people who are paying attention to me in a way that's helpful, interesting, entertaining or inspirational and make their lives better. If you do that consistently over time, you'll turn around one day and you'll realize, "Man, there are 10,000 people following me," or, "There are 5,000 people following me." I think somewhere in there that 5,000, 10,000 ranges where you-- The possibility of "monetizing" happens, but you don't have to do it. You can wait a long



time. You don't necessarily have to. I know some people don't want to hear this, but I think the longer you can wait the better because-

[00:23:03] Tiffany: The longer you wait to monetize?

[00:23:04] Ray: Yes, because Stu McLaren says your vibe attracts your tribe. Right now you've got a great vibe going that is you. I know you, so I know this is you. This is not some put-on personality that you're putting on Instagram. I would encourage you to just keep doing that and it'll grow. When it's the next right step to monetize, you'll know.

[00:23:29] Tiffany: I'm really not even talking about monetizing. I'm talking about doing the things that I want. I don't want to repel people that are following me. I know like-- I don't know.

[00:23:44] Ray: Well, if your feed is for everybody, it's for nobody.

[00:23:48] Tiffany: I don't even want it to be for everybody. I have a certain person I'm talking to.

[00:23:53] Ray: Who is that person?

[00:23:55] Tiffany: It's a person a lot like me, shops at TJ Maxx, Nordstrom, Target who drives an economy-ish type car, likes the car. Thrifty, budget-wise, pretty-- Not pretty. Can you delete that?

[00:24:12] Ray: No, own it girl.

[00:24:13] Tiffany: Oh my God, and stylish who wants to be cute and pretty and not spend a lot of money and need encouragement in her daily life with her kids and her husband and maybe she's-- Actually stepmoms. I want to speak to stepmoms. That's huge for me.

[00:24:32] Ray: You realize something, you're doing it now-

[00:24:36] Tiffany: Hi, stepmoms. You are my people.

[00:24:38] Ray: -on the podcast. I think you are doing it now. I just encourage you to step more into that. Is there a feeling like you feel like maybe you're not ready to do that.

[00:24:49] Tiffany: Yes, just a little bit. It's all so new that-- Yes, definitely.

[00:24:56] Ray: I don't want to presume anything. Is it what some people call imposter syndrome?

[00:25:02] Tiffany: Imposter syndrome.



[00:25:04] Ray: Where you feel like, who am I to talk to stepmoms?

[00:25:07] Tiffany: No.

[00:25:08] Ray: No.

[00:25:09] Tiffany: No.

[00:25:09] Ray: Good.

[00:25:10] Tiffany: I feel like I have a lot to say and talk about with stepmoms, fashionable, pretty, budget-friendly-- Budget-friendly? stepmoms.

[00:25:21] Ray: Yes. We started this part of the discussion with you saying you wanted to be doing the things you wanted to be doing.

[00:25:32] Tiffany: I just did it.

[00:25:33] Ray: You just did it. It's out there now. Instagram, Tiffany Laughter.

[00:25:39] Tiffany: Yes, you stepmoms come follow me, stepdads too. Troy is going to be on there. He's definitely a part of this. That too.

[00:25:47] Ray: That's cool.

[00:25:47] Tiffany: Yes, number three.

[00:25:49] Ray: Well, we just covered number three, which is, this is you amplified. I guess what I want to underline about that is, I really believe we were all put here for a reason with a mission to help other people. My belief is that we were put on earth with a certain group of people that are assigned to us, that it's our job to help them, that our message that we have to carry or messages, most of us have more than one message we're carrying. Even if you feel like it's not big enough, that's not true.

[00:26:26] Tiffany: No, because it's going to be big enough for the people who need to hear from you.

[00:26:31] Ray: What I'm trying to say is, think of them when you start feeling like, my mission or my message is not big enough or important enough, think about those people who are counting on you showing up every day and how, if you don't show up, you're really letting them down. Seth Godin says, here's how to know if you're doing valuable work in the world. Does anybody notice if you don't show up? I think I can already see in your Instagram feed, there are people who notice you don't show up.

[00:27:03] Tiffany: That's awesome because it's like two weeks old.



[00:27:06] Ray: But I see people already saying, I love your stories. You make me laugh. You're encouraging. That's what it's about. I encourage you, if you're listening and you feel like you're resonating with this, like this sounds to you like, "Yes, that's what I want to do." First step, follow Tiffany. Second step, follow me. No, follow who you feel drawn to follow. If you've got an urge inside of you that says you should be doing something like this, go for it. Don't worry about getting it perfect. Just get it started.

[00:27:44] Tiffany: Get started. Take that first step.

[00:27:48] Ray: It's a new year, new decade.

[00:27:51] Tiffany: It's the perfect time for a lot of people who care about that kind of thing, the date 2020.

[00:27:56] Ray: Do the new thing. Are we done?

[00:27:59] Tiffany: I think we're done.

[00:28:00] Ray: Happy New Year.

[00:28:01] Tiffany: Yes, happy New Year.

[music]

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Jesus Christ.

[00:28:37] [END OF AUDIO]