



31 Days of Wisdom with Pedro Adao

[00:00:01] Voiceover: Ray Edwards Show Episode 426. 31 Days of Wisdom with Pedro Adao.

[background music]

[00:00:10] Speaker: The Ray Edwards Show. This is the podcast for prosperity with purpose.

[00:00:19] Ray Edwards: Hey there, it's another edition of the Ray Edwards show, a bonus episode that you weren't counting on, but we gave it to you for free for the same price you pay for all of our episodes. [chuckles] I've got an interview today with a friend of mine named Pedro Adao. Definitely, he has the day off. Pedro and I are friends. We have been in a prayer group together for some time now, almost a year, I think. He's an entrepreneur extraordinaire, and he's also a believer extraordinary. He's got something extraordinary going on right now called *the 31 Days of Wisdom Challenge*.

I knew it would be good. I didn't know how good until I dove into it myself, and I paid the ticket price which is \$31, and it was well worth it the first day of the challenge. I just want you to know right up front, cards on the table. If you sign up, I do get a commission but that's not why I'm doing this. Let's go ahead and jump into the interview now with my friend Pedro Adao.

Where did you come from that you created something called 100X? To me, you came out of nowhere, and then God kept making you show up in front of me by being introduced by various mutual friends, and then you do this thing called 100X. I just wonder if you could give us kind of a background of where you and your wife were before and what led to 100X and what is 100X?

[00:01:26] Pedro Adao: Ray, it's awesome to be here, man. It's been awesome getting to become a friend of yours. I know it does appear I came out of nowhere, but obviously we know that's not possible but here is why it feels that way. My backstory is I think it's pretty simple. My parents are Portuguese immigrants, so I was raised in a nominal Catholic home. My parents believed that the path for success in America was through higher education. Go to college and get a good job. I went to college and I got a good job, and I was doing well in the corporate world, very ambitious hungry.

I found myself really getting bored with corporate life. I was now old enough to realize that most of my dad's friends that were really wealthy, who could barely speak English, many of them had no education and they are millionaires. Now, I'm like these guys, how are these guys rich and they can barely talk? They were just hard workers, frugal, and they bought real estate. Even though they didn't, maybe they weren't more sophisticated, they knew enough to know how to buy property. So, I was like, well, if these immigrants, my dad, and his friends can build wealth barely

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speaking the language with no education, what can I do, and I was born here and went to college.

I saw real estate as a vehicle for me as a way to build wealth. I started pursuing a side hustle. I became a real estate appraiser, and I began selling real estate and doing loans, all part-time as my side hustle. Then before you know it, I'm making more money part-time than doing full-time and now we have enough money saved. We have a year's worth of bills. My wife stays home. We have three kids. It's no joke. I've got to provide, but now, I'm having success. I'm having success in my side business and now it's costing me money just to keep my job. I'm like, "Babe, what do you think?" She's like, "You probably should quit. We have a year's of our bills saved in cash."

People look at me now and they're like, "You're such a courageous entrepreneur," but let me tell you that I started out my entrepreneurial journey as a coward because, for six months, I drove to work an hour and a half each way. I commuted to work every day with the intention of quitting that day and for six months, I chickened out. Literally, I should have quit six months sooner and I was so ingrained in my mind the security of a job. I don't think I would have had the courage or faith to quit, but I became a born-again believer. I got saved as an adult. As a 28-grown man, I decided for myself to follow this person named Jesus. It wasn't done for me at six months in a baptism, I chose.

What's unique about my journey and my backstory, which I didn't even realize till after 100X launched was I became a Christian and I became an entrepreneur at the exact same time. I think it was someone else's story, maybe it was yours, Ray. I remember someone saying that they got married and became a believer at the exact same time. There is something that happens when you come to faith at the same time as some other journey, so I only know I credit my faith in God, my faith that gave me the courage to break out of-- I'm the only entrepreneur in my family. My brother, my parents, they're all W2 earners, staunchly conservative, believe in W2.

To make a long story short, I went from real estate. I became a financial planner, had a lot of success and I was happy Ray. I was building a multiple seven-figure financial services company. I was crushing it in my local market, so I was very well-known as this retirement guy in Vacaville, California, but pretty much, completely irrelevant, no personal brand, no social media following, no one outside of my city even knew who I was. Then all of a sudden, I got tricked is what we say, I got tricked into launching 100X, which is a movement, a kingdom-minded entrepreneur, people who are passionate about God and also passionate about building businesses and being entrepreneurs and expressing themselves.

Living out their faith in action by prospering as entrepreneurs and market place leaders. It kind of just happened that we weren't trying to launch anything. I just felt led to do a 30-day free training online, more of like a pay it forward kind of thing and man, it just took off. Here we are now, 18 months later Ray, and you kind of know



the story but the world has been flipped upside down in the most amazing way possible.

[00:06:29] Ray: Say more about what a 100X is now.

[00:06:33] Pedro: 100X now has become a global movement, people from all over the world, literally about 26 nations represented. These are people who love God. These are not casual Christians, these are not casual people of faith that go to church on Sunday to check a box. These are people who are sold out to the kingdom. They have a kingdom revelation, or they want a kingdom which actually means that they recognize that their life is not their own. They have yielded their life. They have yielded their gifts, their life, their time, their talent into service and to the advancement of the King. In our faith, as a follower, that's King Jesus.

I would say they're radical, but not radical like the way you would think, but just sold out believers to expand the Kingdom of God. They actually believe that they're called to entrepreneurship. They're supposed to build significant businesses. They're supposed to employ people and have massive impact, influence, and income to advance the mandate of the Kingdom which was God's original plan. God created earth for His creation, for His sons and daughters. His desire was to see this place called earth be transformed and be colonized into the image of what heaven looks like. We really are supposed to have heaven on earth. That was God's plan from day one.

These are people who are literally, equally as passionate about God as they are about manifesting His glory in very practical ways, Ray. These are practical people. We are people of crazy and devout faith, but we are also people dedicated to manifesting His glory in very practical ways on the earth, primarily through serving people well and solving problems with a high level of skill and a high level of excellence.

[00:08:28] Ray: To be clear, you're not running the investment business anymore, you're fully into the 100X Movement?

[00:08:35] Pedro: No. We have so much background there, Ray, and so many clients that we've made promises to and quite frankly, it's such a huge need, still. We actually were able to reposition that business and instead of just serving people in the retirement niche, we actually just repurposed the business and now we're primarily serving people who are coming to us through the 100X Movement. We basically changed our who. Instead of serving people who are the broader retirement market, which is a very competitive niche, we were in a very competitive niche, and we were still crushing it doing very well. Baby boomers are, I think are the most marketed to people on the planet.

We went from trying to play in that world, even though we were doing great. Now we find ourselves solving financial problems and answering questions and serving people with financial wisdom and guidance and who are also like-minded and are

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pursuing kingdom entrepreneurship. It would have been bad stewardship, Ray, to just walk away from that level of experience and wisdom. God uses everything. Romans 8:28, all things work for the good, so we just repurposed who we serve. Actually, our movement now is the better for it because we want people not just to make money, but to keep their money, protect their families and prosper.

[00:10:04] Ray: That's awesome. You had a live gathering of 100X people recently. How many people showed up at that?

[00:10:13] Pedro: Man, we had our third-ever conference back in September. We had almost 800 people, Ray, flying in from all over the world. This is a movement that's less than 18 months old.

[00:10:24] Ray: Yes, this is unheard of. If you know anything about the kind of business where you have people come in for a live event like this. You don't go in 18 months from zero to having 800 people show up for an event. It's really a marketplace miracle.

[00:10:40] Pedro: It really is. I mean, we work hard, and we understand marketing, but a lot of people work hard, Ray, and understand marketing and don't get these kinds of results. So, I honestly believe that this is something that is on the heart of God. I feel like I just got swept up and it's something way bigger than me, way bigger than 100X. I'm just grateful because all of my life, if you look on my whole life, the last 10, 12, 14 years of my life, without even knowing it, Ray, I was being prepared for this. I have studied, oh my gosh, I mean literally no joke, the 10,000 hours. I have put in 10,000 hours, not just in marketing but I've also put 10,000 additional hours also into unfeigned the kingdom.

Looking back, I was initially shocked. I'm surprised that we did not try to launch this, this movement launched on accident, out of my heart to serve our underserved community of people who love God. They are very spiritual, but many of them are struggling, they're in lack because they just have never been trained how to actually reign in life and so I just felt the need to start training and equipping them with these skillsets of marketing and entrepreneurship. Looking back, Ray, I'm like, "Dummy, why didn't I see this sooner? I was tailor-made for this. It looks like I've been preparing this for the last decade of my life because of my--"

I've pretty much lived, Ray, in two worlds for the past decade. I had one life in marketing and entrepreneurship with a circle of friends in events and a lot of passion and ambition in that world. Then I have a whole nether world that I've believed in of ministry leaders and the church and the kingdom and passion and dreams there. I just felt like these two worlds would never come together.

I literally felt like I was kind of, "Okay, this is my life, I'm going to have to just live in two worlds. I'll never get to fully be myself. I'll never get to show my fullness in either place," and then God gives me the gift of 100X where for the first time in my life at the age of 44, I finally get to be myself. That's when everything just went boom.

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[00:13:04] Ray: That's incredible. I know when Perry Marshall first introduced us, he said to me, "Pedro is doing sort of the same kind of thing that you're doing where he's brought his business and his faith together and they're not separate." That was intriguing and then I just watched as you just zoomed through this positive explosion of people and it was clear that you were at the head of a movement.

Now, I'm actually super excited to talk about what you're doing right now because as much as I admire and love 100X and I plan to be at the next live event, I missed the last one, I'm not going to miss another one, I'm excited about the 31 days of wisdom challenge that you have going on right now. I contacted you and said, "We've got to get you on the podcast to talk about this so we can bring more people into this." Can you explain what the 31 Days of Wisdom is all about?

[00:13:50] Pedro: Yes. As you know, I went through a very rough, rough stint in my entrepreneurial journey. I went from having an amazing side hustle, prospering, left my job, was just kind of going up, up, up, up, and then because I was overly eager to succeed and build wealth because I didn't realize how desperate I was for my dad's approval, I just got way ahead of myself and nearly crashed and burned my entire life.

I found myself over \$3 million at the time in debt, no idea how to fix the mess I had made. For the first time in my life, I found myself a failure, deeply in debt, depressed, and needing to restart my whole life over in my mid-thirties with a wife and kids and a lot of obligations. I just knew that the wisdom of the world had failed me. I knew I had some blind spots, I knew I had to-- I was like, "I have to, I need to rebuild my life on the rock, not on sand," and so I began to pursue biblical wisdom like my life depended on it because I was in such a painful place.

I began to read the Proverbs. I began to read the book of Proverbs every single day. There's 31 chapters of Proverbs. Proverbs is a book in the Bible written by King Solomon, the wealthiest man who ever lived in the natural. I also spent five years in the four gospels. Literally three to four hours a day, I was in the four gospels. I was determined to understand how did Jesus as a man, because he was fully God but fully man. I know that's a mystery. We don't understand that but when he walked the earth, he walked as a man. I wanted to know how does a man live such a short life and impact the world forever?

I must be getting hungry for kingdom wisdom and the book of Proverbs played a huge role in that and I've been doing this ever since. So, I'm like, you know what, we do really well with these challenges. We do really well. I like it. I like live training a place to my strengths. For about six months I'm like, I want to do a wisdom challenge. I want to read a book, a chapter of Proverbs every single day for 31 days, and I've been blessed, Ray, to get to have friends you now and Pete Vargas and I can rattle off. People that were heroes of mine and still are heroes of mine.

I literally have heroes of mine that I now get to hang out with, do life with, and more importantly, introduce them to a whole other audience of people that may have never

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even discovered them. Now with this crossover, so the 31-day Wisdom Challenge is, we're going through the book of Proverbs every single day, pulling out the wisdom of God for every single day and every single chapter, but almost as awesome is I get to interview incredible people like yourself, like Pete Vargas, like Joel Marion like Chris Valton. These are multiple seven, eight-figure entrepreneurs, as well as some of the biggest influential names in ministry, and it's unreal.

We're six, seven days in now and like people are losing their minds. We have over almost 3000 people, Ray, we have paid over \$31 now, \$31. A dollar a day is all we're asking to get in and it could have been free, but the fact is I just didn't want to have a group of people that don't value wisdom enough to invest a dollar a day. So, I put up just a small little number to weed out the people that just can't find value for this conversation. It's been phenomenal because the 3000 people are getting rocked, the speakers are getting rocked. I'm getting rocked.

God is moving and 2020, year 2020, if you're listening to this, you've probably set goals. You have intentions for the year, you've got big goals, big dreams. Wisdom, wisdom is the principal thing that will actually help you have all those things come to pass.

[00:18:10] Ray: Yes. I was talking with one of my groups about a week ago, and I said, as you set your goals, there's one thing that people leave out of their goal-setting that wrecks their life. They leave God out of their goal setting. They leave the room for his wisdom. This wisdom challenge came up, and I said, "Well, I'm going to put my money where my mouth is." You'd asked me to be a guest on the challenge, but I also invested because I wanted to have that experience, and it's rocked me. I'm not caught up yet. I didn't get to watch today's training, but you had Brian Simmons on. Explain to people who Brian Simmons is.

[00:18:48] Pedro: That's what got the ball rolling, was Brian Simmons. There are different translations, for most of you that may know this, that have been in the Bible for a little bit. There are different translations, right. There's the King James, there's the New King James, there's the NIV, there's the ESV. Well, Brian Simmons was a missionary for a long time, and Brian Simmons risked his life and his kids, and his family, to go to unreached people groups, and he translated the Bible into their native languages. Here's a man who has been a translator of the Bible for a long time.

I don't know how long ago this was, but he'd start to translate the Bible and create what's called the passion translation. I must have seen this thing five, six years ago, seven years ago, I don't know, but Proverbs and Psalms and the Song of Solomon, the poetic books, were the first books he translated. I get my hand on this Book of Proverbs because I like Proverbs, and the way that Brian translated it is just was an amazing addition to my Bible study time because I'm like, the way that he said these things and the spirit of the text that he pulled out was awesome.

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I was going to do this wisdom challenge no matter what, Ray. I was going to do it, and I thought it would just be Pedro reading out of the Proverbs. That would be awesome because the Proverbs are awesome, but then I remember one of my friends, Jim Baker. Not that Jim Baker, another Jim Baker. He's best friends with Brian. I never asked for the introductions. I never really needed to know Brian. I'm like, "Hey, Jim, do you think Brian would want to come on and maybe kick off the set because we're going to be using his translation?" We talked, Brian was super gracious. On day one, we had the creator, the translator of the Bible that we're using. Guys.

[00:20:51] Ray: Yes. It was amazing. Words cannot describe. I sat and watched that. My wife and I just had just gotten back from a movie and I was like, "I got to watch something," and she came in the living room, later she's like, "Are you still up?" I said, "I have to finish this. This is incredible. I mean the insight, the wisdom, the depth of knowledge, the subtle nuances that came out in that one session." And I'm just like "mind blown."

[00:21:18] Pedro: No, I'm forever changed. That one session, there are things that are like- and what's nuts about this Ray, and I want to encourage the people, your listeners who maybe are called to for runs and stuff. If you could see the amount of hate, hateful comments on the ads I ran, people attacking Brian, people attacking the translator. Here's a man who literally risked his life for the gospel. People on the outside who have no idea the depth of wisdom throwing rocks, and you know what it did for me Ray, one, it was sad. It sat in my heart that in 2020 we still have not figured out that throwing rocks, being hateful and judgmental-- I don't know-how in 2020 as a people group, we still think that's going to work.

Then it also gave me massive amounts of resilience to just understand this is just maybe how it is and man, this guy is a treasure of knowledge. We talked about worship, Ray. He said that when you worship in the Hebrew, the word for worship is the same word as pruning. When we worship God, it literally allows God to prune things off our life. Now, what have been painful things that would have been pruned through crisis and difficulty and more painful, when we bring our worship to him, he's able to prune us through our worship so we actually don't have to. We can grow and we can develop, and we can mature without having to go through anywhere near the pain that we wouldn't normally have a pruning process and I was like--

[00:23:12] Ray: Come on, that's good news.

[00:23:13] Pedro: Are you kidding me? Ray, I've been in this stuff for a decade, 10, 12 years. I've sat at the feet of some of the most amazing teachers. I had never heard that in my life.

[00:23:26] Ray: No, me neither.

[00:23:28] Pedro: And that's one of probably 50 things like that he said.



[00:23:30] Ray: Yes. I can't recommend it highly enough. You should join the Wisdom Challenge even if the only thing you intend to do is to watch Brian's session. That would be a huge loss on your part if that's all you did, but you should do it. I'm just in it. Like I said, I'm in it all the way for the 31 days. It's changing me. It's causing a ground shift in the way I feel about life, the way the relationship I have with God, the relationship I have with my wife. It's just an incredible experience and people can still get in and we'll have a link in the show notes or you can go to RayEdwards.com/WisdomChallenge and that'll take you straight to the page where you sign up, and it's \$31 and I agree with your decision to charge money for it because people don't value what they don't pay for. I love the way you said it. If they don't have enough value for this conversation to invest a dollar a day, then they're not serious.

[00:24:30] Pedro: Man, I took some heat. I'm still taking it. I'm still running ads for this.

[00:24:35] Ray: I'll take heat for it too. I'll hear from people who'll say, "What are you doing?"

[00:24:39] Pedro: I mean, guys, Facebook isn't free. I can't run ads for free. I mean \$31, right? It's not \$3,000. I mean it's \$31 and what's crazy, Ray, about this, every single session, as amazing as Ray was, then I brought my friend Dan McCollum in and then it was more mind-blowing. Then we had my friend Keith Fronte come in. I've had, oh that had Dr. Dave Martin come in everyday Ray, as a standalone one-day session. I would gladly have paid like \$31. So far, there's yet to have been even one session that I did not feel on its own, stood alone easily.

That was my heart. My heart was to have each one of these days paid for them in 30 days. I can't wait for your day to come up here. I think it's sometime next week. I get to pull out of you the treasurer. That's a new man. I still love and appreciate and honor you, Ray. I mean you're a gem my friend and I can't wait to pull some of that out of you.

[00:25:44] Ray: I'm excited that you'll allow me to contribute and this is a valuable journey for you to go on. If you are listening to this thinking, even if you have a little thought in your mind or a little tug at your heart saying, "This might be what I've been looking for," it's not might be. It is what you've been looking for.

[00:26:01] Pedro: Wisdom is the principal thing. Above all, get wisdom and hey, I mean, you might be a lukewarm believer. You might not be a believer at all, and I mean, wisdom is wisdom. The spirit of wisdom is the spirit of wisdom there. You are welcome, if you're listening to this podcast, if you follow Ray Edwards, obviously, you're pursuing wisdom in the area of copywriting and marketing, here's my promise to you, you will receive revelation, knowledge, wisdom that will advance you as a copywriter and as a marketer. Regardless of what you believe, this is spiritual wisdom that is always true, never not true and always works, never not works.



This wisdom is so powerful, you cannot mess it up. Meaning you and your own beliefs cannot affect the power of this because this works with or without you. It's always been working.

[00:26:51] Ray: Yes, and after the first-day experience I had, I realized I need to bring my tribe this opportunity to be part of this. We need to get you in front of everybody and let them know what's going on and invite them to come. Go to RayEdwards.com/WisdomChallenge and enroll and join me. I'm going to be in there. Yes, one of the days I'll be sharing some answers to questions and whatever the Lord leads us to do, but there's so much value. There's so much for you here. I believe it'll change your life.

If you go into this challenge, and you and you just are open to it, you will not be the same ever again. You'll mark this on your calendar, and you'll say, "This is when everything changed." That's what's going to happen.

[00:27:34] Pedro: We're seeing it and there's thousands already testifying of that. It's not too late, guys. Every single prior session is sitting in our private Facebook group, so you'll have time to go back and watch prior sessions. We're going to allow folks to stay in the group longer to make sure that you won't miss anything. It's not too late. I would definitely encourage you guys to jump in. We have a lot to go.

[00:27:56] Ray: Can I just say; your team is amazing. The way they've been interacting and serving and helping people, and the way other people in the challenge are sharing their revelations, the things that are happening in their lives, it's super encouraging. It's really a community. I know people talk about communities; this is a community.

[00:28:13] Pedro: It's the kingdom, Ray. I'm not a big fan of religion anymore. I think it's time for the kingdom era to really be ushered in. The kingdom, guys, if you've had a past experience with religion that you didn't like that left you wanting more, welcome to the club. The kingdom, if you actually tasted of the kingdom, the kingdom is about family, friendship, and fun. What you're going to see in this is not just a community of like-minded people. There's all kinds of community of likeminded people. What you're going to see is a family.

It's a mystery, but it is the spirit. It's the Spirit of God that is the common thread. It's possible to actually have a love, sincere love for people that you haven't even met. That's why you see the level of engagement. Thousands and thousands of live videos being posted every single day, people helping each other, someone wants to get people connected. I believe this is what the kingdom is supposed to look like. I believe we are being set up ready for something massive, much bigger than just teaching people about copywriting and funnels and Facebook ads.

All that stuff is great. I love it. I love marketing. I'm a marketer. I'm an entrepreneur, but man, I just have a feeling that God is doing something. He's up to something



here with us for even a bigger vision and plan now. Maybe he's hiding from us because maybe we would just [chuckles] freak out if we knew how he was.

[00:29:46] Ray: Yes, I'm with you, brother. I believe it. I want you to listen to me right now, you need to join the Wisdom Challenge. Just go to RayEdwards.com/WisdomChallenge and get on board. You won't be sorry. Pedro, I know you're covered up super busy. You're serving thousands of people, dealing with all the technicalities of making this thing happen. I just contact the other ballons and said, "Hey, let's do this. Let's get it on podcast and talk about it." I appreciate you taking time to do that. Thank you so much.

[00:30:18] Pedro: My pleasure. Anytime I can add value to your audience, Ray, I'm here. I love what you're doing. You're skillful. You're a master at what you do, and your heart is pure. Your motives are pure. That's why I had absolutely no doubt in my mind. When I wanted our 100X community to go to the next level in copywriting, I didn't even think for a second who to bring in. You are the obvious choice because I know the heart that you have and your love for people and your commitment to serve and so I found the time. I'm so glad I did. This is a wonderful conversation. I can't wait to meet and begin to serve your entire wonderful audience.

[00:30:55] Ray: As I told you earlier if you sign up for the challenge, I do get a commission. It's not enough for me to retire to Mexico or anything but it will be some money in my pocket. You should know that. I should put the cards on the table. I would recommend you do this whether you go through my link or not. You can certainly bypass that if you want to if that's what's standing in your way, but this will benefit you.

If you're a believer, and you want to have a business or you do have a business, you want to hear the wisdom in this challenge, you really do. Go to RayEdwards.com/WisdomChallenge and sign up today. See you Monday. We will be back with Tiffany as my co-host. My good friend Jennifer Allwood will be joining us. It's going to be a great show Monday.

[00:31:32] Female Speaker: Thank you for listening to the Ray Edwards Show.

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[00:31:48] Male Speaker: Each week we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.

[00:32:02] [END OF AUDIO]

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