



The logo features the name 'Ray' in a large, black, cursive script font. Below it, the name 'EDWARDS' is written in a bold, black, sans-serif, all-caps font, with each letter spaced out.

EDWARDS

Ray Edwards Show, Episode 431

Make Massive Content and Live a Sabbath Lifestyle

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[00:00:01] Speaker 1: It's Wednesday, January 29th. This is *The Daily Ray*.

[00:00:07] Ray: Let me bring you up to date on what's happened since yesterday. I've had a lot of feedback from the live we did yesterday and my pronouncement that I'm going to continue doing this every day at the podcast feed. A lot of people are happy about that, some people not so happy. My solution for those of you who don't want a daily podcast, don't listen to it. I'm a Jenius with a capital J. Other feedback people are I've got some folks who are very skeptical, but I'll keep doing it. They say it's too much. You remember that TV show *Lost*? There was a character in that show named John Locke. People kept telling him what he couldn't do. His response was, "Don't tell me what I can't do."

That meant he was going to do it. Zach Estus, good to see you, my friend. Be seeing you soon, I'll be in Nashvegas before long, before you know it. I'm so excited about being back in Nashville, Franklin. I just cannot wait to get there. Okay, so, a couple of things I want us to discuss. Opportunity cost, opportunity lost, the mastermind because there's lots of questions about it. I want to give you the details because it's closes Friday. This is not a big super pitch for the mastermind, but I'm just going to show you what's available because so many people have DM'd me and sent me emails and asked.

Nick says, "My mom lives in Clarksville, can I send her over for me?" Well, let me see about arranging a meetup. That's a question I'd like to ask you. If you are interested in a meetup in Nashville while I'm there, week after next, I'll be in Redding, California next week, speaking at Bethel Church at the Heaven and Business Conference. If you're going to be there, then come see us. Love to visit with you. The following week we'll be in Franklin, Tennessee, AKA Nashville area, if you'd like to do a meetup there, if you're serious, if you're going to make a point to meet with me. I don't want to show up at some like honest coffee and have nobody show up there.

Jim says, "Me four weeks from now. When I first heard Ray's concept strategy, I must admit I was skeptical, but then I tried it and you know what? It really worked." Yes, that's what it's going to be like. Mug check, today's mug is a Revel 77 Mug, Revel 77 Coffee in Spokane, Washington. Ethan says, "Nashville is home. I'll come over, I'll come see you. It's a short drive from Knoxville." Got to love Knoxville too. I haven't been there. Well, I had not been there in years, and Tiffany and I made a point to go there last time when I was in East Tennessee. Ready to see you do your *Live at Five on the Road*.

Yes, I know, Bill. I'm not forgetting. I'm going to be doing *Live at Five on the Road*. The only way I will not do it is if I have a flight scheduled at 5.00 AM. I'm going to do my darndest not to have that happen. For those of you who are listening to the podcast, and you're wondering, "What is going on?" you're listening to *The Daily Ray*. It's the daily podcast. We're doing it Monday through Saturday, every day, and we do a live recording of the shows on Monday through Friday at 5:00 AM Pacific. Tiffany and I do a special in-studio podcast once a week so that gives us six podcasts a week. We have a podcast on Monday through Saturday. Sunday being our Sabbath, we don't do a podcast on Sunday. That's the strategy. Sabbath. That's what I'm going to talk to you about today. That's going to be the main topic. Sabbath. Some of you are freaking out. You're like, "The Sabbath is Old Covenant. It's not for us."

Oh, contraire, my friend, allow me to explain in a moment too. For those of you who tuned in yesterday or for the last few broadcasts, you've been hearing me talk about content on a massive scale and I was first inspired by Gary Vaynerchuk whom I had written off for a long time because of all the profanity. I use profanity every now and then as well. I'm not saying that makes you a bad person. It doesn't.

I spoke a few days ago and I said something like it's just a word people get over. Somebody pointed out to me, "Ray, you say words are so important. You say, change your words change your world. That the words we choose are important. You're a copywriter. You're a writer, you help people write for influence. How can you say that it's just a word?" I really feel like they're two different subjects.

Words are important because they shape reality and so we should choose our words carefully, and then there are certain words that we use in everyday language that we call them profanity which comes from the word profane, which means they're against that which is holy. So, if that makes it on a map it would seem self-defining. They're scatological words. They're commonplace words that express some of our deepest feelings of disgust and disregard and they're shocking to most people still even in today's age when we do so often on social media, in movies.

The F word is one of those words and other words as well, you know what they are the, *Seven Deadly Words*, George Carlin talks about. You should Google that. George Carlin, *Seven Deadly Words*, that'll explain all the words we're talking about. Those words I use them for a reason that I found not plausible I first heard about it and I first heard about it from Tony Robbins.

I was at Tony Robbins' conference and all I had heard from Tony is *Get the Edge* and his *Personal Power* and *Personal Power 2* and *The Time of Your Life* time management program and all of his recorded programs and didn't hearing that

language in those programs virtual Life program but he's dropping F-bombs left and right and I'm like, "Whoa, what happened to my Tony?" I thought the dude was a Christian."

He is a Christian and he explained he's using those words therapeutically, which I was a little skeptical of. But his explanation was this, that using these trigger words, if you will, that are so shocking to most people actually interrupts people's pattern. They stop them. They're like, "I did not expect you to say that. Now you have my full attention. I'm shocked out of my former state." They're a pattern interrupt. We have a pattern of thinking that we go to a Tony Robbins event to presumably get out of that pattern of thinking and into a new pattern.

The first thing he's got to do is interrupt the old pattern and that's one of the ways he does it, by saying the F word and saying some outrageous things to people. If you want to see this in action, go to Netflix and watch the film *I Am Not Your Guru*. It's a documentary about Tony in one of his events, *Date with Destiny*. It shows him in action, shows him using the words and there's a point in the movie where there's a guy who's considering suicide. There's always somebody in any crowd who's considering suicide and Tony found this guy and gets talking to him and he tells his story and the guy got all mopey and sad and was tearing up and talking about how his life wasn't worth living.

Tony says, "What the F is it? What the F is your problem? Is it your shoes, your red shoes?" The camera pans out and the guy is wearing red Nikes. Tony says, "Because those shoes are F-ing red, man." You can see the look of confusion on the guy's face and he laughs like, [laughs] "I don't know what's happening." That was the point. To interrupt this pattern, get him out of that depressed, suicidal state, shake him up, make him laugh, change his state instantly. Then, he was open for Tony to intervene in what was driving him to feel suicidal.

That was a demonstration of that at work. So, I believe that works. I believe that's legitimate. Sometimes, I use those words to shock my audience into listening to what I have to say and some of my friends have taken issue with it, said, "I don't think it's a good idea, Ray. It's not good for your Christian witness." Usually when people talk about your Christian witness, they are judging you. They're trying to control you with their rules and laws. They're being parasitical, in my opinion, not on purpose. I believe everybody's intention at heart is good. One thing I've learned recently, very deeply, is I just do not impute bad motives to anybody. I impute grace to them.

I give them the benefit of grace that they mean well, they are just misguided. It's like that moment in *The Karate Kid* when the bully who's picking on Daniel confronts Miyagi and Daniel in front of the bully's sensei and says that Daniel beat him and the other boys up. Miyagi doesn't say that he's a liar, your student is a liar and a bad kid. Miyagi says, "Oh, great boy, have facts mixed up." Imputed good intentions to him. So, I think we owe it to people to do that. I don't think anybody wakes up in the morning and says, "I am going to be evil today. I'm a villain.

I'm going to bully somebody. I'm going to make somebody's life miserable." I don't think people have that reaction. That's why I occasionally drop those bombs. But I'm evaluating whether it's a good idea on my podcast and in the public forums. I'm taking

them under consideration because it confused some people. Some people that I care about and respect their opinions very deeply were confused and said, "I don't understand how you could say it's just words." I believe that it is just a word in the sense that I don't think there's a reason for us to get upset and go off on some moral tirade if somebody said an F word, therefore, they're a sinner.

That's not my direction here. Opportunities lost and opportunity cost. Opportunities lost are pretty obvious. They're the opportunities you passed up on that you could have done well had you dived in and taken advantage of them. Right now, it's social media content at massive scale. That is a Gary Vaynerchuk sermon that I came to the altar on and I repented my ways and I have dived in with both feet, and I've got a plan now to produce 50 pieces of content a day. I'm still not quite there, I'm getting some things in place. I kind of overwhelmed my team a little bit and surprised them out of the blue with what I'm doing.

I think I'll have the system running smooth as a well-oiled machine by this Friday, the latest. You'll see an increase in content from me on social media today and you'll see an increase from me in social media content the next day and by Friday, I think we'll be up 50 pieces of content per day. Then, my next mile marker is going to be 75 pieces of content a day. The whole point is, there's a land available for us to capture if we just wanted to plant our flag there and show up every day consistently with high quality content, the best content we could possibly present.

I want to give you the best of what I've got. Ultimately, I hope you will end up doing business with me. Not every broadcast, not every piece of content will contain a call to action. The reason I say that is there's so much content that is clearly a sales letter in disguise. It is clearly not content; it is clearly hypnosis to get people to buy. I'm not going to do that. I'm not going to engage in that. I'm going to give you social media content in every possible format I can think of, as often as I can, as much as I can, for free, often without need for even an opt-in, without even giving me your email address.

Occasionally, I will ask for your email address. I'll give you a chance to sign up for an email newsletter. I can give you a chance to do that right now. If you go to ray.com, you can sign up for a newsletter. That way, you'll be able to know the things that we're up to, things that are going on in my company you might want to know about. I'd love the opportunity to show you those things and to tell you about it, to keep you up to date. So, for heaven's sakes, yes, do go to rayedwards.com and get signed up for the email. I want to tell you about the Mastermind now. I want to talk you about Sabbath. I've mentioned this Kingdom Builder Mastermind, and people have asked me, "What is the Kingdom Builder Mastermind?"

It's a mastermind group for people who can't afford to be in our \$25,000 Mastermind program. That's closed right now, you can't apply for that. This Kingdom Builder Mastermind you can apply for if you want. I'll make this really quick. If you are a believer, a Christian businessperson or a Christian who wants to have a business, you don't have to be a Christian, but you're probably going to be uncomfortable in this group if you're not. We're not purposely going to make you that way. We're not going to try to convert you or change you or judge you or anything like that. It doesn't matter to me if you're gay or straight, or if you're a Republican or Democrat, or if you're Muslim or atheist or agnostic, you're welcome.

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I will love you and I'll take care of you and I'll protect you. I won't let other people in the group bully you. That's if they would. I want you to know it's a safe place for you as well. It is mostly going to be Christians because I focus a lot on my following of Jesus. Here's what you get when you join this mastermind. It's not \$25,000, it's \$500 a month. It's the lowest price of anything like this we've ever done. We did it because there's lots of people who wanted a way to get involved with what we're doing at that level. You get weekly one-hour Mastermind call, you get a monthly Q&A call with me, you get a group coaching call every month with me, we have a monthly focus and reading plan, we have a monthly hot seat.

You get a hot seat once a month. You have radical accountability where you post what you're going to do each week, and you report back, and we hold your feet to the fire if you didn't do it. We have growth tools and resources we give you. We give you reading assignments every month, we read books together. We have a safe place promise, everybody signs a nondisclosure agreement as you can know, so you can talk about your problems and not have them repeated all over the internet. We have leadership opportunities. You have the chance to lead the group and you have a chance to speak at our live events.

Then we have two in-person live events for connection and collaboration, and that's a lot of value. In fact, if I gave you all those things separately, they'd add up to over \$87,000. The basis of this is the three words that I was given at the end of last year, beginning of this year by God, I believe. The three words that God gave me for the year were impartation, activation and elevation. When I asked Him, "What does that mean?" What I got back was that it means that it's time for me in my career, my business to start imparting all the strategies, tools and tactics that I have, to my students, freely and not hold anything back.

Certainly not be one of those guys who doesn't want his students to exceed him, so I'm working hard to make that happen, imparting. Activating everybody in your gifts, your wisdom and your talents so you can step into your destiny. We're elevating you into leadership. You'll be the one leading mastermind meetings, calls trainings, you may even speak at our events. If all my students are more successful than me, I am delighted. To me, that's the greatest tribute to a teacher you could possibly ask for, for your students to be more successful and better at things than you are. That's what I'm shooting for in this Mastermind.

It's not about me, it's not about me being the magic guru in the group. I've been to groups, but I'm not most of the screen times. Its other people that get most of the screen time. If you're accepted, we asked for a six-month initial commitment that you have to participate, show up, come to the meetings, you grow and be supported. We have a guarantee that goes like this: Commit for six months, go to every meeting, do every piece of the work and attend one live event within the first six months, at that point, if you're not seeing the benefit we'll give you 100% of your money back that you paid so far. 100% six months in.

See who else would do that for you? I have a Mastermind group of \$25,000, it's closed, it's not available for you right now. We talked about making this one a lower price like \$15,000 or \$10,000. We actually decided to make it \$500 a month. That's what it is, \$500 a month. The door closes Friday, this Friday at 5:00 PM or once we're full. It's

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12 members in the group. We have more than one group of 12. We'll stop when we fill up one group and we feel like we're not going to be able to fill the second one right away then we'll just close it down. We'll close it down Friday night, one way or the other.

There's only four seats left in our first group. My encouragement to you to be with it, go to rayedwards.com/kbm and get registered. The way it works is just doing that doesn't automatically get you in. We have you pay a \$500 deposit, and you fill out a questionnaire. It's a long, nosy and basic questionnaire and then we have a conversation with you. We talk and we get deep. It's not a formality. It's not a marketing gimmick. We really want to know that you're, I'm just going to say it, that you're not a nutcase, or problem child or troublemaker. Once we figure that out, and we both agree it's a good idea, then we will accept you into the group and we'll get you started.

This is a good time to go ahead and apply for the Mastermind group. Again, you can do that at rayedwards.com/kbm for Kingdom Builder Mastermind. Enough about that. I want to talk to you about the Sabbath. That's the thing I really want to talk to you about. I've been reading a book that was recommended to me by my good friend and fellow brother in Christ, Pete Vargas. This book is wrecking my life in a good way. This book shows me something nobody has ever shown me before. It's about the importance of rest. I've heard people talk about the importance of rest and stepping away from work all the time.

What nobody had shown me for in a way that I really saw it was the fact that our mission as Christians, as followers of Jesus, is to follow Jesus. Jesus was a Rabbi. When he said to people, "Follow me," we get surprised. We think, "He says follow me and they just got up and followed him. That's miraculous. He must have some magic power that compelled them to do that." Maybe, but in that culture, the way it worked was that as a Rabbi, you were known as a Rabbi, as a great teacher, as a traveling sage, and young men were waiting for you to call them.

They knew about you already, they knew your reputation, they'd probably had heard some of your teaching. When you came to them and you said, "Follow me," as a rabbi they were prepared to make that decision because it was the greatest honor they could have been given. They'd leave everything behind, and they'd go follow the rabbi. That's why that happened the way it did in the biographies of Jesus that we read from the past, sometimes called the Gospels.

When He said, "Follow me," what did that mean? It meant as a disciple or an apprentice of the Lord, it meant that you're going to be with Him, you're going to learn to be like Him, and you're going to learn to be like Him when He released you to go on to your own as a rabbi, and you would then make apprentices of your own. You would copy Jesus's life and live life the way He lived it and you would teach others to do the same.

Copying His life meant doing life like He did it. It means for us living life with this question in our mind, not the question, "What would Jesus do? But what would Jesus do if He were me?" What Mark pointed out was, he probably wouldn't be in a hurry, because he was never in a hurry. Remember when He was on His way to Jairus' sick

child and a woman stopped Him, an old lady stopped Him who'd been sick for many years, and He just stopped and took time to heal her.

Think of what Jairus' reaction had to be. It had to be, "Come on, Jesus, you said you're going to heal my child. We need to get going." But Jesus was never in a hurry. When Jesus' good friend Lazarus was laying dying and He was told by His friends, "Your friend whom you love is near death," Jesus said, "Okay," and then He stayed two more days where He was until Lazarus died. He was not in a hurry. When He came, He grieved, because of the presence of death in the world and then He said, "I'm glad this happened so that you can see the power of God," and He raised Lazarus from the dead as we know.

He was not in a hurry. He was never in a hurry. He took time to get away by Himself. He got up early in the mornings, went out to be with His father, He had solitude. When things were going well, and He had a big ministry, rally, a big stadium rally and thousands of people were there, and His disciples, His apprentices were all excited, they were like, "We need to capitalize on this," and Jesus said, "I'm first to go, headed for another town."

What would Jesus do if He were living our lives today? He would not be in a hurry. He would slow down, number one. Number two, He would be present with those with whom He was present. Number three, He would seek solitude, and therefore He would live a Sabbath lifestyle. Some people argue too, the Sabbath today is not for the church, it was for the Old Covenant. We're trying to go back to being a Jew. No, Jesus talked about this. He said, "The Sabbath was made for man, not man for Sabbath." In other words, it was made for us for our benefit. God made the world and on the seventh day, God rested.

We want to say, "But I'm busy, I've got a business to run, I got a family, I got four kids, I got activities, I got civic activities, I got to travel for business, I got to work on my products that I'm making, I got to do my social media stuff." God rested. We need to rest. Lee Bradshaw says, "My family celebrates Shabbat and it's such a relief. It's such a mental blessing to pause work and focus on God and my family being present." Good man. Taking a sabbath or celebrating Shabbat is not about having a day off. A day off is you're still working.

I took the day off, I went to Home Depot got some supplies, did a project, came back to the house, did some house cleaning, did some laundry, went out worked on the yard for a little bit then we went downtown did some shopping. That's not Sabbath. A day off is you don't do any work, you don't read work materials, you don't listen to work podcast, you don't think about work, you don't look at spreadsheets, you don't read business books, you don't watch work-related things on TV, you don't do projects around the house, you don't mow the lawn, you spend time with your wife, with your husband and your children. You lay on the couch and read a book.

You take long walks, you play with the dogs, you rest. You live a Sabbath lifestyle. You're going to hear me talk a lot more about this. This is becoming central to my life very quickly. First thing, I'm doing is I'm not very-- I told everybody yesterday in our mastermind meeting I'm driving the speed limit, that's step one. Not five miles over,

not 10 miles over, not zooming around people to get the fastest lane. I'm driving the speed limit.

I'll leave you with this thought even though I've been preaching about putting out all this content, some people in our Mastermind meeting yesterday were asking me, "Well, how can you talk about all this content you're building and how busy you are with that and then at the same time you're talking about living a Sabbath lifestyle? They're not mutually exclusive. Jesus did a lot of stuff. He got a lot of things done. He was very productive. But He still honored the Sabbath. He still lived the slow-paced lifestyle.

The Apostle Paul said something interesting. In 1 Thessalonians 4, Paul says, "Make it your ambition to lead the quiet life." I was blessed by that. My word for you for today is make it your ambition to lead a quiet life. That's an ambition worthy of a follower of Jesus Christ. Remember, do follow me on Instagram if you want to get in contact with me the best way is to send me a direct message on Instagram. I actually answer my DMs there. God bless you, have a wonderful day. May God do more for you than you can ask for, think or even possibly imagine. Until next time, just remember that I love you very much. Bye you all.

[00:23:46] Speaker 1: *The Daily Ray* was recorded live in front of a virtual studio audience at 6:00 AM Pacific on Facebook and Instagram. Visit rayedwards.com for more information. Back tomorrow with another *Daily Ray*.

[00:24:01] [END OF AUDIO]