



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

EDWARDS

Ray Edwards Show, Episode 441

Get Clarity

Male Announcer: *Ray Edwards Show, Episode 441, Get Clarity. The Ray Edwards Show. Live your destiny by design. Start, run, and grow your own internet-based business, and create the life of your dreams. You can do it. This is The Ray Edwards Show.*

[jingle] Let's change the world and watch your business grow. Welcome to *The Ray Edwards Show. The Ray Edwards Show.* [music continues in background]

Ray Edwards: Howdy, howdy, howdy. It's Ray Edwards back with another episode of the podcast. The number one show for prosperity with purpose where you get copywriting and marketing tips that increase sales, and help you get more health, wealth and wisdom. I'm Ray, my podcast co-host Tiffany Laughter has this episode off. She'll be back next week. On Instagram, you can find me @rayedwards, and you can find her at @tiffanylaughter. Just the way it sounds. Spell it just the way it sounds like laughter.

On today's episode, you're going to get clarity. Practically, every day I hear entrepreneurs, and those who want to start their own businesses or turn their passion into some source of profit, I hear them practically begging for one thing, and that one thing is clarity. It usually comes in the form of this kind of question, Ray what is my thing? What is my niche? What is my avatar? What is my product or price? What is my marketing plan? What they're really asking for is a clear path. They want clarity. If you want clarity about what to do, how to do it, when to do it, how to know it's working, then today we're going to give you the steps on how to do exactly that. That's what we have in store for you on today's episode. So stick with me.

First, let's turn the listener spotlight on, and take a look at one of our podcast reviews from one of our favorite listeners. This is from Fun Robyn on the Apple podcast app. She says it's better to give than to receive. I initially started listening to this podcast for the marketing [00:02:00] and writing content. It began the transition to Ray, Tiffany and Sean waxing poetic on many life subjects. I especially appreciate the authenticity of how they communicate. The copywriting and marketing information is still provided, but it's tied with a ribbon of real life and Christian faith. Thank you Ray and Tiffany for your insights and encouragement.

Thank you Robyn for your insights and your encouragement. This is so helpful to us when we hear from you, and of course, we'd like to hear if you have suggestions about how we can make things better, but we love hearing good stuff, and it helps us get the word out about the podcast so that other people can hear it. So thank you for that so much.

My friend, if you want to appear on this show like Robyn just did, post your review on the podcast app in Apple's App Store, or wherever you get your favorite podcast material, so we can turn the spotlight on you. Here's a bonus round. Did you know that I also do a live show every weekday morning. It's called *Ray Edwards Live at Five*. It happens every weekday at 5:00 AM Pacific time. One way to get the daily show is to join us live on Facebook. Just go to [rayedwards.com/FB](https://www.rayedwards.com/FB) for Facebook; [rayedwards.com/Facebook](https://www.rayedwards.com/Facebook), and of course, follow me on Instagram @rayedwards, where I actually answer your DMs. I'd be happy to hear from you there. Now back to the show and back to clarity.

I was telling you how people are always asking me, what is my thing? What is my niche? I can't figure out my avatar or my value proposition. What's my product or my price? How do I know what to sell or what not to sell? How to know what to give away. People want clarity about what to do, how to do it, and when.

I've got three steps that'll help you do just that get clarity. Step one to clarity is decide what you want first and why you want it. What I mean by this is decide what life you want to live. Before you started thinking about building a business, you need to figure out what you need that business to do for you. Do you need less time at work so you can spend time with your family? Do you need massive amounts of more income so you can pay off debt? Do you need a balance of the two? **[00:04:00]** Do you want to live a lifestyle business life? Or do you want to build an enterprise with hundreds of employees?

These are all questions that are very important, and they start with what you want out of your life, because you can and should design your business to give you the life you want. If you just want to work 10 hours a week and make a certain amount of money, that's going to be a very different business than one where you work 40 hours a week and make millions of dollars. You've got to decide what you want, and most importantly, why do you want it?

Let me tell you this right now, if you're pursuing it just for money's sake, there is no other passion involved, it's never going to last. You're never going to be happy with it. If it succeeds, it's only going to make you miserable. Make sure you want the thing and make sure you understand why you want it before you start building it.

Step two, learn the cost of getting what you want and decide whether you're willing to pay it. The cost of building that multimillion-dollar business is going to be more hours, more effort, more risk, and more discomfort. Then the cost of building a lifestyle business that supplies you with \$3,000 to \$5,000 a month as an example. Those are two very different scenarios. You've got to figure out what the cost of getting what you want is, and decide if you're willing to pay the cost or not. That's step two.

Step three is, pay the price. This is one that people often forget. You actually have to pay the price and it takes time. Just for the record, I don't have anything against get-

rich-quick, but I don't think it happens very often. I think what does happen quite often is you get richer slowly, and that's a good, healthy way to do it. Now if it happens quickly, I don't have problem with that. I just think chasing after that particular outcome can lead to disaster. This all sounds really simple, doesn't it? This is where it gets a bit confusing because there are pitfalls of being an online entrepreneur, or a freelancer, or an influencer, if you are going after that kind of career.

It starts with guru overwhelm. You start thinking about building this kind of business. You think, "Who's done it successfully already? Who can I learn from?" **[00:06:00]** You find out there are people who have done it. They have courses available, training you can buy. You think I'll invest in the person who did it. Then you find out somebody else got a course that teaches a totally different method, a totally opposing philosophy or strategy. You got to have that course that guru is teaching. Next thing you know, you've spent \$5,000 or \$10,000 per guru for five or six gurus, and you're deep in debt, you got course bloat, you haven't been through all the courses yet. You're just piling up in your hard drive, and you've fallen into the black hole death spiral of debt buying courses, coaching, mentoring, seminars, workshops. You're deep into trial and error, credit card debt, money stress that causes problems at home with your marriage. It will cause problems for sure.

Self-doubt, you'll start feeling guilty, fearful, shameful, maybe you've already felt some of these things. Does any of this sound familiar? What do you do to avoid those pitfalls? Because those are very commonly suffered outcomes that I see people endure when they're trying to build a business online. Your possible paths are, I believe at least three. I'm going to simplify it, keep it simple and give you three possible ways to go through with your intentions to build a business because I think you should. If you feel the dream in your heart, I believe it was placed here by your Father in Heaven. That if you truly have a desire to build something, and you've had it for a long time, or just kindled recently inside of you, you can't let go of it, then I encourage you to follow that dream but be careful, think about how you're going to do it.

The first approach. There's three ways I can see you approaching this, three different paths to take. Path number one is the do-it-yourself approach. This is where you just cobbled together strategies by watching free YouTube videos, cheap training on Udemy or some of those Fiverr-type sites where you get cheap free training, or forums, or old, outdated products you find downloadable somewhere, probably illegitimately on the internet. This takes time and effort, it takes trial and error, and it usually results in pain and suffering because **[00:08:00]** you're at the very best using outdated information that doesn't work as well anymore, or maybe didn't work at all to begin with if you haven't vetted your sources really well. The DIY approach can waste loads of your time, loads of effort, false starts, and it can lead to lots of problems, like the ones I just described about being deep in debt, losing money, losing sleep, losing your relationship.

The second approach, the second possible path, is the path of the copycat. You see somebody doing something online, you think, "Well, that looks pretty easy. I can copy that. I'll do what that person is doing." This happens more often than you would care to believe. It's interesting I see good people who are not normally criminals actually ripping other people off and stealing their businesses, their ideas, their training, their frameworks. Please don't do that. It's not okay. It's not cool. Just because it's on the internet available freely, doesn't mean you can just take it to use it as your own.

For example, I teach the PASTOR framework for writing sales copy online pretty freely. I give the whole thing away in many different places. I have no problem with people using it. I'd just appreciate it if you said where you got it. That's all. It's just common courtesy to not steal. The copycat approach also puts you in a position of being the copycat. Nobody wants to work with the copycats. They want to work with the originator.

You don't want to be seen as the person who copied somebody else. You want to be seen as the person who came up with something on your own. It doesn't mean you have to be 100% original, it's a case of studying many different things for many different people, combining them with your own ideas, and having what Brooke Castillo calls idea babies. That's legitimate. That's cool to do.

When you borrow or use an idea from somebody else, you should give total credit for it. Better yet, don't use it unless you have permission. That's the copycat approach. I don't recommend the copycat approach. The apprentice or student approach is the one I actually recommend. This saves you time, saves you trial and error, saves you painful mistakes, and it also costs money. Usually not much **[00:10:00]** if you compare it to what the other two methods cost. If you added up the money, you'll waste and lose in the do-it-yourself approach or the copycat approach. It's much cheaper, in the long run, to just pay for the apprentice or student approach. Learn from somebody who knows what they're doing, and let them teach and guide you along the way.

Now, if you choose that third path, the apprentice or student approach, you got to look out because you must be willing to shut out the voices of the other gurus, especially shut out the carnival barker/marketers trying to sell you the very next bright, shiny obstacle. There are marketers whose stock in trade is just coming up with one new thing after another to sell you, always convincing you that this new thing they have is the latest greatest thing that you must have. The old thing is no good anymore. You have to try the new one.

Here's a tip. That's false. If you're learning principles, they always work. You also need to pay attention and get answers from somebody who shares your values. If you're not sure about where somebody stands spiritually, philosophically, you might end up following somebody who has values that are in opposition to your own. That can cause all kinds of problems for you, your family, your community, your customers. You just don't want that kind of hassle.

Make sure you understand the people you're working with, from the get-go. What kind of people are they? What are their values? What are their beliefs? Do they match up with yours? That's just something that will keep you from having a tough time later on disengaging from them. Then finally, you want to avoid the sorcerer-like powers of master manipulators who prey upon your fears and your worst, most base instincts like greed, and lust, and the desire for power, and the desire for revenge, and hatred.

I know that sounds heavy-handed, but there are people out there who use those very tactics to sell you stuff, even under the guise of love. You've got to be careful who you're following, know what they're up to, and don't let yourself be manipulated. If you're still with me, and you wonder, "Gosh, Ray, where can I turn for help?" Then I want to tell you about something we're doing, and you need to put this **[00:12:00]** through this filter.

I'm telling you about something we're offering for sale, and so you have to look at what I say and analyze it based on the fact knowing that I stand to profit if you choose to purchase them, come and be part of this. That's just fair. It's just common sense. I'm pointing it out because I want to put the cards on the table. We're having something that we call The Clarity Conference. This is your simple blueprint to go from purpose, to passion, to profit, and beyond.

This, my friends, is the clear path to the life you love and the legacy you long to leave your children's children. We created this because I hear from people constantly saying, "I need clarity." We were having a team discussion about what should be the next thing we do, and I simply posed the question, "What is it people want from us? What is it they always say every time we have a webinar, every time we have a seminar or live workshop, an event we meet up with people I go speak somewhere, what are they looking for?" They always say one word. What's the word? Several others kept this word, clarity. When we did, the rest of the folks in the team were like, "Yes, that's it. That's totally it."

Here's our promise to you when you attend The Clarity Conference. You walk in with no list, no product, no clue what to do. You walk out with total clarity on your calling, your mission, your market to sell to online, your business plan, your product ideas, plus your 12-month action plan for list building, product creation, revenue generation, and social media marketing. You can build this from ground zero with very little money at all. You don't have to start out buying advertising. You have to start up with joint venture deals with big guru affiliates. You don't have to do any of that. You can build from the ground up, grassroots, the old fashioned way, with a little bit of elbow grease, a little bit of work, a little bit of W-O-R-K. We'll show you how.

If you need and want a business system that's based on Kingdom values, a blueprint that's grounded in the Wisdom and the Word of God, and you want specific **[00:14:00]** strategy and tactics prophetically imparted to you, you want your faith renewed, you want your hope restored in yourself and your business and your family's future, you want miracles in your body and your finances and your business, and you want supernatural wisdom as part of your everyday business practice, then you want to be at The Clarity Conference with us.

We're going to bring you two full days of training, tightly planned, and carefully organized, 9:00 AM to 5:00 PM. It's all work and no fluff. We're even going to have lunch served in so you can keep working through lunch, and we will keep you on track. This workshop includes a full workbook. We're going to go from step one, which is just starting with, what's your purpose in life, what's your mission, and how does that tie into your calling? How do you discover your calling?

You're going to discover it at this workshop. We're going to help you find your calling, decide on what you're going to do with it, how you're going to turn it into a mission in the world, and what that looks like God's way, and then how you build it from the ground up. You get a full physical workbook where you fill in the blanks at the workshop, and we give you an electronic version to the documents, so can use the same system over and over again without us. You don't have to come back every year. There's a conference if you don't want to. Everybody gets prophetic words. Words directly from the home office as my friend Perry Marshall says. It's me and my team doing the training. There's no guest speakers, nobody else, and no fluff, no filler. We're

rolling up our sleeves and getting to work from the first minute you step in the room. In fact, before you step in the room, we're going to be working with you, getting you prepared for the conference.

This is about doing God's business and doing it God's way. By the way, we also give you three months of free membership in the miraclefactor.com. Now here's the only catch. We'll start releasing 75 seats. I'm not saying we won't have more. We probably will, but for right now we're only releasing 75 seats, and these will not last long. The ticket price is, get ready for this, because we normally sell our workshop tickets for \$5,000 each. This is going to blow your socks off. We're selling this workshop for just \$995; \$995 this includes your seat, your materials **[00:16:00]**, and your lunch on both days of the conference. All you have to do is get here and find a place to stay.

It's March 20th and 21st 2020 in Spokane, Washington, 9:00 AM to 5:00 PM each day, so you need to get here in the 19th and plan to leave on the 22nd, and the tickets are \$995 while they last. To get your tickets, go to rayedwards.com/clarity, and sign up while we still have tickets. I look forward to seeing you at the Clarity Workshop in Spokane, Washington, March 20 and 21. Back with Tiffany Laughter next week.

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

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Male Announcer: Each week we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.

[00:17:10] [END OF AUDIO]