



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 442

7 Steps to Getting Clarity

[00:00:01] Male Announcer: It's Tuesday, February 11. This is the Daily Ray.

[00:00:08] Ray Edwards: Today's Daily Ray about the seven steps to clarity. I'm going to go ahead and put those up on the screen if you're watching me Live at Five, which I do every Monday through Friday 5:00 AM pacific time, on the various platforms through a live video. Clarity, why the focus on clarity? This is the number one thing that people talk to me about on my conferences, I just was at the Heaven in Business Conference for Sacred Work in Redding, California, at Bethel Church.

One of the top things that was discussed there was people wanted clarity about what to do with their business, about what their calling was, about what their mission was, about how they should turn that into the marketplace language, like how do they communicate it? How do they write it, how do they sell it? Do they sell it? They wanted clarity. They wanted clarification on the big decisions that they need to be made. So, we all want clarity, because clarity gives the feeling of security and safety, of course, not a bad thing. It's a good thing.

The question is, how do we get it? Because we can never be 100% sure of the future. We can certainly be 100% sure of our response to the future, certain of our vision casting of the future. Clarity is important as an entrepreneur because as the entrepreneur, you have the vision for your company, you're the one who sets the clear vision for where your company's headed, what you're trying to accomplish in the world. So, you must provide good clarity for your people, for your team, for your customers, for your clients, and so forth, stakeholders.

So how do we do that? There are seven steps I believe on a journey to clarity. Here are the seven steps. I want to go and put them on the screen if you're with us Live at Five, you see all of them at once. Otherwise, I'll go through them one by one with you. Number one is calling. What is your calling? People get hung up on this a lot because they're like, "I don't know what my calling is," because they're waiting for a shaft of sunlight to come through the clouds and golden beam of light fly on their head and a big deep voice from heaven say, "Ray, this is your calling." It almost never works that way. I won't say never, but almost never works that way.

Usually, we have to figure it out. It's part of the puzzle of life we're given by our creator when we were put here. It's part of the joy. God doesn't hide things from us, he hides things for us. One of the things He hides for us are calling, we have to discover. It's the joy of like on Easter morning when you go find the eggs. You know they're findable, but you still have to look for them, and you still enjoy looking for them, because discovering them is part of the fun. Same as you're calling.

What are you drawn to? What do you love to do? What do you love to do when nobody else is watching? What do you love to do when you have freedom of time, freedom of choice, freedom from criticism or judgment? What do you love to do with your time? How do you love to spend your hours? What do you do that when you do it time just disappears? What do you do that when you do it you would do it for free all day if you had to, you even pay to do it?

You probably even do pay to do it in time or money. What is that thing? Is it painting, is it writing, is it drawing, is it building something, is it planning something, is it constructing electronic mechanisms, is it making motors, buildings, sculpture, drawings? What is it? You know what it is already, you already named the thing. You may be just don't believe you can make a business out of it because it seems so easy to use.

So, absorbing so joyful view, you wonder how could somebody get paid to do this. That's a sign you've discovered your calling. Just one more thing about calling. It doesn't have to be calling for the rest of your life. In fact, I want to give you the freedom to decide what your calling is for now. Maybe for the next 50 years, maybe for the next 100 years of your life. Or maybe for the next 10 years, maybe for the next 10 months. It doesn't matter what your calling is, right now is what it is right now.

So just be committed to that and feel the freedom to change it later. My friend Jeff Coin says we don't have one calling we have a portfolio life. We have a portfolio of callings. If you think that way doesn't feel so bad, doesn't it? You're going to have to decide once and for all what your life is about. Very few people have one singular calling like that in their entire life. Very few, some do, but very few. I believe even though some that do only have one singular calling we know about have other callings we never hear about. Think about it.

Step two is commitment. Commitment, you can be committed to your call. Now, that doesn't mean you're committed for life, as we just discussed. It means committed while you're working on your call. When you're writing, you're committed to writing. When you're painting, you're committed to painting. When you're cooking dinner for your family, you're committed to that. Just commitment to doing what you're doing when you're doing it, and not doing what you're not doing when you're not doing it.

Three, credibility. Do you have reason to believe you can credibly accomplish your calling? Even if it's just an innate fascination or talent, you have honed the skill, that's credibility. That's enough evidence to say yes, I have a real calling in this area. Good morning, Rob. You can see my friend.

Congruency. Do you behave congruently with your calling? Do you seem to be fascinated by this one topic? My congruency with the calling of writing has been throughout my entire life. I loved to write from the moment I knew how. I wrote stories,

I wrote instructions, I wrote signs, I wrote bumper stickers, I wrote advertisements. I just love to write, and I love to read as well. Reading and writing.

Stephen King says if you want to write well, you have to do two things a lot. You have to read a lot; you have to write a lot. If you say you don't have time for either one of those, maybe you're not called to be a writer. I would say maybe you are, maybe you just need to embrace the discipline, embrace the resistance. That's important. Let's take a pause for that. It's important to embrace the resistance because you're going to face it. You will face resistance.

No matter how much you love the thing you do, I don't care if you played football all your life since you were in the crib, you played football. I don't know how you did that, but maybe you did. You've done it all your life, there's still going to be times you don't feel like playing the game. There's still going to be times even though you're first-year starter NFL, still going to be days you don't feel like picking up the football, you don't want to step on to the field but you do it anyway because the resistance will push you away from the thing you love. It always does. That's its job. Don't hate the resistance for being the resistance but do resist the resistance. Just be prepared for it.

People say sometimes I wasn't prepared for the traffic coming at work. Really? Don't you know there's traffic? Don't you know there's such thing as traffic? Don't you know that sometimes the traffic is clogged? Don't you plan a few extra minutes in your schedule to get there on time? Yes, you know. One thing you can expect is the unexpected, so plan for it. Plan for the resistance you will encounter.

Sometimes the resistance makes you incongruent with your calling. That's okay, as long as it's temporary or you're bind of being the facts of the matter. You know you're committed to your calling. You know the commitment you have to it; you know the passion you have for it. Don't let the resistance fool you into thinking you're incongruent with your own self because you're not.

Number five, you need connection. Connection with people you're serving. Whatever you're doing, whether you're writing, whether you're drawing, whether you're painting, taking photographs, videos, you're building a building, you're constructing a business plan, you're working on a pro forma, you're making a spreadsheet. Whatever you're doing, you're doing it for people. You have to have connection with those people in order to build a real clear path to success on whatever you've chosen as your calling for your business.

Connection. If you're not connected to your customers and your clients and the people you serve, you have nothing. Number six, you have to have competency. You have to be somewhat good at it. You have to have the basic skills mastery. That may take time, it may take years depending on what your calling is. If your calling is theoretical quantum physics, it's going to take a little bit of time to master the basics, but you have to do that.

You need competency, you need to be at least passingly good at what you say you do. This is why I don't believe in fake it 'til you make it. I believe in practice it 'til you perfect it. Let me say that one more time. Don't fake it 'til you make it, practice until you perfect it.

Finally, number seven, seven steps to clarity is consistency. This takes a little bit of readjustment is to be consistent and work on it every day. Every day. If you're a writer, write every day even if it's just only a sentence or two. If you're a painter paint every day, draw photos, building, selling, preaching, preach a little bit every day. Consistency show up consistently in the same intensity level and the same time, the same day, for the same people and just as committed, congruent, credible, connected, competent ways you always do, be consistent.

With our podcasts, we have been consistent for 441 episodes in a row now. It was weekly, now we're daily for a while. I don't know if we'll stay daily or not, we'll see. May be too much rate for people to handle. We'll find out. We'll get feedback and find out, but we've been at least weekly for the past almost eight years now. Consistency, we want to be the best podcast on the planet but it's one of the most consistent we want to promise you that.

These are the seven steps to clarity and there's more to be explored in this topic of course, but just to get you started. Number one, calling. Number two, commitment. Number three, credibility. Number four, congruency. Number five, connection. Number six, competency. Number seven, consistency. Those are the seven steps to clarity.

Take a moment to let you know about our clarity conference, 7th to 20th and 21st of March in Spokane, Washington. You can find more about that at rayedwards.com/clarity. [Rayedwards.com/clarity](http://rayedwards.com/clarity) is the page to register for the conference. It's two days and normally our conferences are \$5,000 each. This one is extraordinarily underpriced, but it's for kingdom entrepreneurs who want to get clarity on their kingdom-based business.

If you are a follower of Jesus, you'll be right at home here at this event. If you're not, you're welcome to be here, be with us. Just know we will be talking about God and the Bible and Jesus. Those things are going to come up and I don't want you to be upset about that and surprised by it, because that's going to be our focus is how do we build a business for the kingdom in the kingdom using kingdom principles? That's what we are focused on in the Get Clarity conference.

Go to rayedwards.com/clarity, get all the details there, it's \$9.95. We have 75 seats we just released today; I don't know how long they'll last so you want to get your while you can. All the details are on that page rayedwards.com/clarity.

That is, it for Live at Five today my friends. I hope you will join us for the conference, you'll be hearing more about it in the days to come, of course. I hope you register before the seats are all sold out because I want to see you here. There is a lot in store for you at that conference. It's going to be a good time; it should help produce the clarity that you're looking for.

Until then, I pray that God will bless you and keep you. That he's going to do more for you than you could ask, or you can even possibly imagine because he is impossibly good at all times. Be well, be blessed, remember I love you and not in a weird way. Bye for now.

[00:10:48] Male Announcer: Join the Daily Ray live, weekday mornings at 5:00 AM Pacific, on Facebook, YouTube, and Instagram. For more information, log on to rayedwards.com.

[00:11:01] [END OF AUDIO]