



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 446

### 3 Keys to Increasing Your Confidence

**[00:00:00] Announcer:** It's Saturday, February 15th and this is *The Daily Ray*.

**[00:00:08] Ray Edwards:** Welcome back to a brand-new show and I'm so glad you're here. Thank you so much for showing up. Remember, you can join us for my weekday live show, Monday through Friday, 5:00 AM Pacific time. We broadcast a live stream on my Facebook page. There'll be links below this video wherever you're watching. It should be linked to find my Facebook page, my YouTube channel, my Instagram account. We're live on Instagram with the same content. Where else? Periscope, we're working on getting LinkedIn, getting authorization from them so that we can broadcast on LinkedIn as well. You can find us on multiple places live where you can ask questions. You can interact with us. If you want to catch me on social, one of the best places is Instagram or TikTok where I absolutely do respond to DMs.

Good morning, Dr. James Foster, joining us in the live stream. Good to see you and would love to exchange messages via direct message on Instagram and TikTok. Be sure and visit me there. On TikTok, I'm therayedwards. On Instagram, I'm just Ray Edwards. Love to see you there.

Today I want to talk with you about confidence. One of my mentors says that the number one asset you must protect as an entrepreneur is your confidence. I think he is dead-on correct about this. This is Dan Sullivan I'm talking about. If you don't protect your confidence as an entrepreneur, you're sunk because everything depends on your level of confidence. When I say everything, I mean everything in your business, your ability to carry on with business, even in the face of adversity, whether that be personal adversity or marketplace adversity or economic adversity, whatever you may be facing, you're always facing something.

Isn't it true? Isn't there always something that you're facing as an entrepreneur, as a business owner, business investor, as an operator? You're always facing something. It's either a personal problem, it's got you down or its actual physical illness for you or somebody in your family or it's the turning economic tide or it's changing political climate. There's so many things that I could list. You know what they all are. I don't have to tell you because you've lived life, so you know what I'm talking about.

If you don't protect your confidence, if you let these things shake your confidence, that ripple effect goes through your entire team and it can wreck your business if you let it. It doesn't mean you don't have moments where you slip, moments where you say something you maybe shouldn't have said in anger or derision or defeat. We all have those moments, but the question is not do you have moments like that, where do you live emotionally and psychologically most of the time? Where is home for you emotionally in terms of your state? Are you always angry? Are you always depressed? Are you always pessimistic? If that's your home base, emotionally state-wise, your business is in trouble.

Tony Robbins says that the health of the business can never exceed the health of the leader. He's talking about mental health as well as physical health, but physical problems can be overcome often more easily than mental problems like depression, anxiety, excessive worry, obsessing over things that are out of your control. These are all things that because of the condition of the leader affect the entire organization. You've got to protect your confidence.

I'm going to give you today three ways you can bolster your confidence and reinforce it. I want to begin by laying this foundation. I believe you need to have a real sense of why you're here, what your purpose in life is and what's your purpose on the planet is beyond your business. For me, this means a spiritual grounding. I think everyone needs a spiritual grounding, a spiritual foundation and you may have a different foundation than I do.

I'm not here to try to change your mind or convince you or convert you. I'm going to tell you my foundation is the foundation of Jesus Christ, the son of God. Again, I'm not here to argue with you. I don't have to make you wrong in order for me to feel that I'm right, that's none of my business, but I'm sharing with you what my foundation is because my ultimate confidence is in God.

From that foundation, my confidence is unshakeable. I may believe temporarily that it's shaken. I may have a moment of weakness. You've heard this saying, this spirit is willing, but the flesh is weak. Sometimes the flesh is weak and I don't think that's necessarily only talking about moral failings like you gave in to temptation and did something you shouldn't have done, something you knew was wrong, I think it also means the spirit is willing to press on, to push on through adversity, to push past challenges that come into our path and sometimes the flesh just can't keep up, but that shouldn't stop you. It didn't stop Stephen Hawking, the greatest astrophysicist of all history, who had ALS, Lou Gehrig's disease, and was able to write a book only by twitching a muscle in his cheek that triggered action on a computer that allowed him to type one letter at a time. Physical challenges can be overcome, especially if you have a spiritual foundation that is unshakeable. That being said, and assuming you have such a foundation, let's move on to three keys that can help you increase your level of confidence moving forward in life and in business.

Number one, key number one is harnessing the power of decisions. Decisions are incredibly powerful forces, and I find a lot of people seem to believe that if they could just get more information, they could make a better decision. If they could just get more clarity, they could make a better decision. I don't think it works that way. I think it's actually the total opposite. I think once you make a decision, you get clarity. Once you

make a decision, you know what information to find to support your decision. Once you make a decision, you've chosen a path that leads to your destiny.

The word 'decision' gets turned around a lot these days. Most people don't make decisions. These days most people make wishes, or they make gestures, and by gestures, I mean they make a show of having made a decision, but they haven't really made a decision because the word 'decision' means to cut off all other options, to sever all other options. This is the ultimate act of burning the boats.

You've heard this story told of Cortez who comes to the new world and he wants to make sure his men conquer the new world and let's set aside the ethics of conquering a native people and taking their land from them, let's set that aside for the moment. They had a big challenge ahead of them and Cortez knew the secret, getting them committed to the process, which was to burn the boats. He set the ships on fire. They couldn't go back. There was no retreat. There was only advance. That's a decision. You've cut off all other options. When you make a decision, you actually have cut off the possibility that you're going to go back on the decision. Everything changes.

Hear this from me. If you're not clear on what your next step is, I'm deep into this stuff about clarity because we have the Clarity Conference coming up in March here in Spokane, so I'm thinking about clarity a lot. People say this is what they want. They want clarity. "I just need clarity, right? On what to do. If I can get some more clarity, I can make a decision." No, that's wrong. That's an erroneous premise. It doesn't work. Getting more clarity does not help you make decisions. Making decisions creates clarity. Take it to the bank.

Decisions do in fact determine your destiny. Now, some people think that your destiny is written in stone ahead of time. I don't believe that's true. I believe that God gives us free will. We have a choice to make about which direction we're going to take at any point along the path. Just depending on what we choose, that sets the direction we're going in. Destiny is from the same root word as the word destination. It's just where you're headed. Where you end up is your destiny, you get to decide your destiny, your destination by the path you choose today, the steps you take today, the speed at which you take them, the confidence with which you take them, determine your destiny.

Tony Robbins says it's in our moments of decision that our destiny is shaped. What destiny have you shaped for yourself with the decisions you've already made? I promise you that wherever you are in life right now is the sum total result of the decisions you made in the past. Based on the decisions you're making now or not making now, where will you end up in the future? This is within your control. Decisions direct your destiny. I was talking with someone yesterday who was having doubts about the direction they were thinking about what to do and they weren't sure what was in their control, whether they could do the things they wanted to do or not.

I simply shared with him you can decide at any point to change that. The conversation went on to talk about how they were saying how difficult it is to make decisions, how long it takes them. I said, "Is that really true? Does it really take you a long time to make a decision or does it take you time to get to a point of decision?" Because decisions- I'm going to challenge you with a thought, I want you to consider believing this, decisions always happen in an instant. It may take time for you to get to the point where you're willing to decide to cut off all their options. But when you decide, that

always happens in an instant, and you can change your life for that reason in an instant by making a decision.

One decision changes everything and decisions happen in an instant, so you can change your life now, today, right now. You can decide today that you're never going to be at the effect of your circumstances again. You can decide that whatever happens to you doesn't happen to you. It happens through you. You become the filter through which the experience is processed. If I become the filter through which the experience is processed, I get to decide what it means. I can decide if something bad happens in my life.

Let's say I have retirement accounts and the market crashes, and my money gets wiped out. I can decide that means that God hates me. He's angry with me. He cleaned out my retirement so I could suffer for the rest of my life on my days on the earth. I could decide that God gave me the power to create wealth to begin with. I have that same power. Now I have an opportunity to demonstrate it to other people. Be a beacon of hope to other people.

One thing you can do to help process adversity in the right way, if life doesn't happen to you, but it happens through you, one way you can filter it through you in a way that helps others is to decide to become a model of what's possible in your situation. My current mission statement of my life is to be an example of what's possible for a believer in the kingdom of God, regardless of what happens to you. My mission statement for my business, it's very similar. It's to demonstrate what's possible as direct response copywriters and marketers and online businesspeople regardless of what's happening in the marketplace, to be an example of what's possible.

Your decisions depend on desire as well. What you desire is what you will ultimately achieve. We fool ourselves sometimes, we tell ourselves that we should desire a certain thing, and so we overtly on the outside go after that thing, but if you're sabotaging yourself as you chase after your stated desires, time and time again, you find yourself repeatedly failing to achieve your desires. I have a clue for you in that fact.

The clue is you always work toward the thing you really want regardless of whether you do it consciously or unconsciously. Many of us will do it unconsciously because we don't want to admit what we really want. We feel guilty about what we really want. We outwardly pursue one thing and inwardly pursue another, and it looks like sabotage. It looks like we can't control ourselves. It looks like we're drawn to be bad. "I'm not bad, I'm just drawn that way." I promise you; you can decide on what you want, admit to what you want and be okay with what you want. It's okay to want what you want as long as it's not evil.

If you want something that's heinous, like you want to murder people, you have a problem that requires some more help. You need to get some professional help and I'm not making light of it. There are people who have mental illness, which is like any other illness. It needs to be treated by a professional. Outside doing something illegal, immoral or unethical, it's okay to want what you want. I believe that our desires are given to us, planted within us as seeds by our Father in heaven. You may believe that it's a natural process that's in your DNA. Whatever your interpretation of that is, there are great desires that are planted inside of us.

The desire to create art, to draw, to build, to construct, to help, to contribute. These desires are given to us by our Father and they take many forms. It may be something that you think is trivial. Maybe your interest is in collecting *Star Wars* figures or maybe you're interested in having certain pets like you love pug dogs for instance. No matter how ridiculous and silly they are and the sillier they are, the more you love them. That's me. You may desire to teach and learn and be involved in the world of fashion and makeup and interior design and things that other people might look at and judge and say, "That seems like it's shallow." It's not shallow. It's something God gave you a passion for. It's about beauty. It's about elegance. It's about things that are close to the heart of God.

Find your desires, decide to want what you want, and be okay with it, and then pursue it intentionally. I promise you that pursuing your desires intentionally is always better than pursuing them subconsciously because pursuing them subconsciously leads to challenges, surprises we didn't expect that we call problems because if you suppress your desire, it will come out somehow somewhere and usually not in a healthy way. It's better to pursue your desires intentionally than to pursue them subconsciously.

Key number two, that was just key number one to developing more confidence in your business and in your life, key number two is to discard your limiting beliefs. We all have limiting beliefs. If you believe you don't have any limiting beliefs, that's your first limiting belief to get rid of. You have beliefs that hold you back from doing what you're capable of doing. You have beliefs that hold you back from your potential. Potential unactualized is nothing. Potential realized is everything. It's the difference between greatness and mediocrity. If you tell me, "Well, I have certain beliefs about life that I cling to, that I'm working toward, and I'm just not there yet," if you've been believing something for like 10 years, and it hasn't happened yet, and you keep running against the same wall, you keep banging your head into the same brick wall over and over again, if your beliefs can only take you so far, you may have discovered the limits of that belief. It may not be a flaw in your ability to believe, maybe that you chose to believe the wrong thing. It's worth looking at. As the saying goes, "Don't believe everything you think."

I know life is filled with difficulties. Some people accuse me of being a prosperity preacher, which is just amusing to me because, yes, I believe God promises us prosperity and prosperity takes the form of money sometimes. Sometimes it takes other forms. It's not only about money. If you fear the prosperity gospel, if you fear the teaching that if you follow God, you'll prosper, then you should be very afraid because it's even worse than you suppose. It's not just about money.

You'll prosper in your relationships, in your marriage, in your family, in your work, in your business, in your hobbies, in your home, in your community, in your friendships. You'll prosper in every way, in health and fitness, in attitude and mental health, in physical health, and yes, in money, and in impact, in influence. You'll prosper. The word for prosperity that's used in the Bible actually means all those things. It's not just money. It's even worse. It's more scandalous than you ever thought.

You may say, "Ray, there's nobody who has the perfect life." No, there's not. When God promised to give us the power to prosper, when He said, "I would that you would prosper in all things," He didn't say your life will then be trouble-free, it'll be without challenge. In fact, Jesus promised us, "In this world, you will have trouble, but take

courage for I have overcome the world." That's our assignment, to prosper, even in the midst of challenges, of problems.

In the midst of things like death and marriage, and marriages gone bad, and betrayal, and divorce, and hate, and war, and peace, and money, and people who persecute you, your enemies, your haters, your boss. Problems you may have had at church, may have been hurt in church by somebody. You may have been hurt by someone when you were a child who abused their power over you. Maybe you've been through bankruptcy. Maybe you've been in physical battle. There are so many things that you face, and you have faced in your life.

It's difficult. It's hard to do, but you can do hard things. You can do hard things. How do I know? Because you've done hard things. When you defend your limitations, when you fight for your victimhood, you own it. Is that something you really want to own? It is difficult to represent, it's actually impossible to represent God with poverty. I don't mean not having money. I mean being impoverished, being of a mindset that there's never enough, things are always going bad and getting worse. That's poverty. Poverty thinking is a 'lack of abundance' thinking.

Jesus said, "I came so that you could have life and have it more abundantly." Not promising it to be trouble-free, not promising that you'll always have money, not promising that if you love Jesus, he's going to give you a Rolex. He might, but he might give you a Timex. He might give you a sundial. Paul said, "I've learned the secret of being content, whether I have much or whether I have little. I can do all things through Christ who strengthens me." We're talking about discarding your limiting beliefs. That's a limiting belief, is this poverty mindset.

The reason it's hard to give up your limiting beliefs is very simple. You believe them. You are deceived. As Kris Vallotton says, "The nature of deception is you're deceived." You don't see what you don't see. You don't know what you don't know you don't know. You need other people outside your situation who can look at you and your situation and say, "This is the problem that you're having. This is an area where you have a blind spot." You can't see your own blind spot, other people can. That's why things like mastermind groups are so important. If you're not part of a mastermind group, become part one, find one, because a mastermind group is, if you don't know what a mastermind group is, it's a group of peers who come together for the purpose of mutual benefit, to speak into one another's lives, candidly and openly, and share their challenges and pour the wisdom, as a group, into one another.

The third key to developing more confidence in your business, in your life, because confidence is the number one asset you must protect at all costs as an entrepreneur and I think as a leader, as a human being, is the value of taking imperfect action more often. Those of us who are perfectionists, who are performance-oriented, who want to prove our worth by our performance, this is a tough one because we want to perform action, we want to take action toward our dreams, toward our goals, toward the things we think are worthy of pursuing in life, but we want to do it perfectly. So, we don't do it at all because we're waiting until we get it perfect.

Here's my suggestion to you. Be willing to put out B-plus work because if you're constantly looking for A-plus results in your work, you'll be slow to publish your work, if you ever do, because you will never think it's good enough. The book will never be

finished. The video will never be finished. The podcast will never be finished. You'll be so worried about the quality of what you're doing that you won't put out anything at all. I think today, in today's environment, it's more important than ever that you do put content out to the world as much as possible.

We have an opportunity in today's environment we've never had before, and that opportunity is we have these multibillion-dollar platforms, Facebook, Periscope, Twitter, Instagram, YouTube, LinkedIn, TikTok. We can put content on these huge platforms for free, as much as we possibly can, for free, and we can build a following, an audience. We can attract our tribe, the people who I believe were placed in our care before we were even born.

I believe God had a plan for a certain group of people, they are the people you're supposed to shepherd. The people who are listening for your voice, and they'll only respond to you when you bring the message you were designed to bring. If you don't do it, they'll never receive it. That is tragic, and who have you betrayed then? So, push out a lot more B-plus work, and let the A-plus work take care of itself. It will.

I published a video not long ago that was improperly formatted, and more than once somebody critiqued my work about how I'm supposed to be this expert and I put this video out in the wrong format and it would look terrible. I responded to that person by saying something like, "The imperfect video I made today is 100% better than the perfect video you did not publish." Now that was a bit snarky, but it was true.

We're working toward, some days we're there, some days we're not, 52 pieces of content a day is our goal. Once I get there consistently, I'm looking to make it 104 pieces of content every day, because now's the time to flood the market with your good content. This is how you build your brand as a personal brand. Some people are turned off by this, but this is the opportunity that's presented to us that we never had before.

In the past, when I was coming up as a wee lad, before I was 40 years old, and there was no internet- remember those days, kids, when there was no internet? To build a personal platform, you had to get published by a major publisher. You had to engage in lots of direct mail and television marketing. It cost millions of dollars to build something like that. Today, you can build it from scratch, for zero dollars, using your phone. You can start with your phone and build an audience of millions. It's been done too many times to dispute it. There's so much proof, just Google it. It's available for you to prove to yourself.

There's plenty of people who will speculate and tell you why that won't work, why it's not possible, why it's not feasible, why it's not realistic, the opportunity is over, it's too late. That's all bullcrap. Those people who are telling you that, ask them what they've done. If they haven't done it, then they don't deserve to speak into your life, telling you whether you can or cannot do it.

I have an acquaintance who doesn't have any children but loves to talk to other people about their kids and give advice on how to raise your kids, even if they have no kids, and they have none. They've never had any, but they're full of advice and criticism for parents. My brother, one day, in response to one of these diatribes, just said, "Well, it sounds like your imaginary kids are doing great." That's right. He said it, and I endorse

that statement. I endorse that message. What do you do with what I've shared with you today? The three keys to developing more confidence as an entrepreneur or as a human being, but specifically I started this discussion saying in your business, you need to have confidence. The number one asset you must protect according to Dan Sullivan, and I believe he's right, is your confidence. I gave you three keys to doing that.

The three keys were harness the power of decisions, realize that you can decide anything in life you want to decide, but you must make a decision. Cut off all of their options and be committed to your decision. Key number two is to discard your limiting beliefs and you need somebody outside your situation who can look at you and say, "I think you may have a limiting belief working here." Did you hear what you just said? You said, why does this always happen to me? Does it always happen to you? You need someone who can challenge and speak into your life that way. That's probably a mastermind group or a brother or sister who you have covenant with that you're going to speak to their life and vice versa. Key number three is taking imperfect action more often because imperfect action triumphs over perfect contemplation every time.

Those are the three keys to building more confidence in your business and in your life. I look forward to hearing from you about how you've applied this. If it's been helpful to you, I'd love it if you'd respond on social media. You can find me on all the socials at Ray Edwards except for TikTok where I'm therayedwards and you can find links to all that on my website at rayedwards.com. I'd love to hear from you, and we'll be back next week.

Tiffany Laughter will be with me as my cohost again in the podcast, so I won't have to do this solo, but I love being here with you guys. Until we meet again, I pray that God will bless you, that He will show you His grace, that He'll do more for you than you can ask or even possibly imagine because that's how good He is. Look forward to seeing you Monday morning at 5:00 AM. Until then, God bless you and remember this, I love you very much and not in a weird way.

**[00:26:50] Announcer:** Catch *the Daily Ray* live every weekday at 5:00 AM Pacific on YouTube, Facebook, and Instagram. Join us next month at the Clarity Conference in Spokane, Washington. For more information, log on to rayedwards.com/clarity.

**[00:27:06] [END OF AUDIO]**