



E D W A R D S

The Daily Ray, Episode 09

Brutal Compassion

Automated Speaker: It's Thursday, March 5th and from social media marketing world. This is the Daily Ray.

Ray Edwards: Welcome to the Daily Ray coming to you from San Diego, California, where I've been at Social Media Marketing World, the best social media marketing event on the planet. Bar none. No question, period. End of discussion. Discoveries I've made, things I've learned here I want to share with you that you could take away from the conference even though you weren't here. Number one, when you live here where it's warm or somewhere where it's warm, you tend to walk more, be outside more, be more active. I went from my average of 2,500 to 3000 steps a day back in Spokane in the icy, snowy cold to 15,000 steps a day in the sunny warmth of California. Now does that mean I have to move somewhere warm to get 15,000 steps in? No. It means I can get 15,000 steps in. I need to just get up and do it.

No matter what the weather is, I can make it happen. I have the power. I have the volition to have the agency to make it happen. So that's what I'm doing. I'm not stepping down my step number when I get back home. Whatever I have to do, period. Cause I feel so much better getting in 15,000 steps. Physically I have more energy, I have more flexibility, I have more freedom of movement. And for me those things are very important at my age and at your age to whatever your age is, it's important. Get off your butt and move. 15,000 steps today set it as a goal my friend. You'll never regret it. That's point number one.

Point number two, would you like some cheese to go with your wine? Because I heard a lot of whining this week as in whining [crying sound]. I can't do this in my industry because it's regulated. [crying sound] I can't do this in my business because my business is different. It's serious. It's not frivolous. Like social media businesses stop with the whining already. I can't do this cause I'm too busy. I can't do this because I don't have the money to do social media. I can't do it because they don't have the staff to do social media. I can't do it because they don't understand social media. You know what? Get the money, get the staff. Understand social media. Anybody can learn how to market on social media. There's a thing called Google. Just Google the darn stuff and figure out how to do it. Your kids can Google it. You can too. So, stop with the whining. Stop with the excuses. Nobody will teach me. It's an old boys club. It's all

about men. It's all about women in this market. I can't get in because I'm a man. It's a woman's market. I can't get him cause I'm a woman. It's a man's market. And I mean I've had people that I know love and respect who are very smart and who have all the goods they need to succeed. But they look for every excuse not to like these are these the people who enroll in classes and courses and trainings and they bitch and moan about, I don't like the way that the training texts are formatted. I don't like the link to the sessions. I don't like the time you scheduled them on. I don't like the fact that you do videos didn't have audio or I don't expect you to do audio instead of video. All that is just you arguing for your limitations. Just you argue for why you're a failure.

Trying to give rationale for why you fail. You fail because you decided to fail in advance with your excuses. I don't, I don't, I'm not trying to be mean. I'm trying to be brutally compassionate, brutal, compassionate says. I'll tell you the truth even if it hurts because somebody needs to tell you. Most people won't. If you're the person who joins a course or a program or a coaching program or whatever and all you do is bitch and moan about, I don't like the way the sessions are structured. I don't like the way they're ordered. I don't like the fact that I don't get more hand holding. I like the fact that I get less handling. I don't like the fact that the transcripts don't come out for a week after the call. I don't like the fact that they changed the call times. I don't like this. I don't like that. I'm going to start a social injustice campaign about why this course isn't what I expected it to be, and you're not doing this stuff in the course. You are a whiner. You are a complainer. Stop it or just quit pretending you want to be successful and go get a job and be happy and guess what? Everybody else around you will be happier because they don't have to listen to your whining anymore.

That's how we all feel. Just most people won't tell you they're sick of hearing. You whine and if you're depressed and you think, Oh, I just can't help it. I just feel this way, then you need to deal with that and how do you deal with that? How do you deal with being depressed or sad or not being motivated? You don't send the ALO hits the nail on the head. You don't have a big enough why. If you have a big enough why, you will figure out the how. You'll figure out how to make any course work. You'll figure out how to make your work. If you don't have a course, you'll figure out how to make it work. If you've got adversity, you'll figure out how to make it work. If you go bankrupt, if you get divorced, if you have a disease, if your dog dies all in the same week, you'll still figure it out because you have a big enough why driving you to get you where you want to go and if I sound fired up, I am fired up because here's why I care enough about you to know you can succeed. You can dig out of any hole you're in. If you'll just shut up with the whining and the excuse making and figuring out, not can I make this work or will somebody else please help me? But how can I make this work? How will I make this work? If there isn't a way given to me, made clear to me, I'll find it. If there isn't a way available, I'll make a way. That's what will get you where you want to go. I have never refunded a course or a training or coaching program I've invested in and I never bitched and moaned about you, Mr. Guru did not help me succeed, [crying sound]. Because it's not their responsibility. Their responsibility is to teach and give me ideas and distinctions. It's my responsibility to be responsible for my own freaking life. So, my philosophy when buying any training or course even I bought some bad ones, but I always get an idea, at least one idea I can use to ultimately get ROI on that investment.

And that's all I need. And I'm grateful for that idea when I find it. And you might say, well, you could've figured it out on your own. Well, yeah, but I didn't. So, this was a way for me to get it. So, I just feel like every investment I make is a good investment. I'll get an ROI on it. I may not go back to that person and buy again, but I'm certainly not going to whine and complain and spend my days making their life and their other students' lives miserable. I'm not going to spend my time campaigning. If you look, if you're campaigning against somebody online and some of you might say, Oh, you must have somebody campaigning against you. I always have somebody campaigning against me, there's always somebody who doesn't like what I'm saying because I'm a Christian because I believe in Jesus because I don't believe the right things about Jesus according to them and their church because I don't believe the right things about God because I'm too liberal in my beliefs about God because I'm too conservative about my beliefs about God because I'm too this or too that I'm too mean or I'm too nice, I'm do compassionate or I'm too uncompassionate.

Look, it ain't me. That's the problem. If you've gone from teacher to teacher from class to class attempts to attempt to make things work and it hasn't worked and you just think everybody's a rip off, everybody's a scam. Everybody's a problem. You've been through like 12 different courses and it's never worked for you or strobe different coaching programs. Doesn't work for you. Guess what? It ain't the courses or the coaches or the teachers that are the problem. What's the common denominator in all your failures? You are.

You are responsible for your life. And don't give me this. Well, things happen to me that are outside my control and I'm a victim. I don't doubt that things happen to you. I don't doubt that you have pain in your life. What I doubt is your excuse making and your victim mentality that says because of that, the world owes you something. The world owes me nothing. The world owes you nothing. The world does not owe me a paycheck. The world does not owe me health insurance. The world does not owe me a business. The road does not owe me a damn thing. It's my responsibility. My life is 100% my responsibility. Everything is my fault. The good stuff in the bad stuff. So, what do you choose? Choose you this day, good or bad. Life or death. As for me and my house, we choose life. I hope you will too.

My ongoing mission is to help you discover new ideas, new distinctions that will help you live out your dreams that you were created to live by your creator. Whatever you believe about that. I think you're put here for a purpose. I want to help you find your purpose so you can prosper with purpose. Now let's go out there and make something good happen today. God bless you. Travel safe. If you're headed back from San Diego wherever you are. Be safe. Be aware of God's grace, and until next time, I love you very much enough to tell you the cold, hard truth. See you.

Automated Speaker: To join forces with Ray and his team. Visit Ray Edwards, agency.com. Join Ray live tomorrow morning at 5:00 AM Pacific on Facebook, YouTube, Instagram, and Periscope for another Daily Ray.

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