



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 474

Today I Grill the \$2 Billion Man for His Entrepreneurial Secrets

Automated Speaker (00:00):

Ray Edward show episode 474, today I grill the \$2 billion man for his entrepreneurial secrets. The Ray Edwards show. This is the podcast for prosperity, with purpose.

Ray Edwards (00:19):

Hello, and welcome back to another episode of the Ray Edwards show. It's so exciting to have you here. In this episode, I have a long-overdue conversation with Mike old radio mentor, radio broadcasting kids. These were the little devices before there were iPods and iPhones. Even iPod is outdated. Now radios remember them. I used to be in that business and Larry Wilson was one of my radio mentors. And I'm going to talk with him today about the empire he built that earned him the nickname, the \$2 billion man that's coming up.

Automated Speaker (00:51):

Does anyone want to live a life that has long prosperous? Spiritual foundations.

Ray Edwards (00:57):

Spiritual foundations this week comes from Proverbs chapter 13, verse 20, which says walk with the wise and become wise. This is a proverb that I lived out when I was in the radio business. As I began to meet the people who had mentored me and coached me through that business and let me grow to my fullest potential. Larry Wilson was one of those people. He brought me in contact with other individuals who are mentors to me as well. People like Steve Cody, who was my manager, and eventually my friend and colleague here in Spokane Washington when I was in the radio business here, when I first moved here in 1996. And also, there was Ed Hill, whom you've heard on this podcast before there was Bob Glasgow, a consultant I worked with over several different gigs. I did with Citadel in different markets. And walking with people who were smarter than me who'd been further than me letting them guide me and coach me along the way was invaluable. And in that experience, working with Larry Wilson and all those folks at Citadel, that's where I first had the inspiration to use copywriting, to

create visionary copy that made our radio brands bigger than life. That brought them out of the realm of just something people listen to in their car on the way to work to something that became part of their lifestyle. It was through the magic of copy and the imagery we could create in people's minds using just the power of words. All that inspiration and motivation, and eventually success and celebration came from walking with wise people that I met through today's guest on the podcast, Larry Wilson.

Automated Speaker (02:26):

Now, simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

Ray Edwards (02:32):

My tip of the week is something you don't hear me talk about too often. I get this question a lot from coaching and mentoring and mastermind members. And that is what do I use to build my website? What I use to build my membership system, my digital product delivery system? What are the different pieces of software that you use? And my one recommendation to everyone is if I was starting all over from scratch today, I would use the one main tool that I recommend now. And that is Kajabi, K A J A B I. You can find out more about it by going to Rayedwards.com/Kajabi. It has everything you need to grow in one single place. You can access your website, your products, your marketing, your community, and more from a single dashboard. And since everything is built together, it just works together better. All that frustrated energy you've spent fixing tech problems, trying to get one system to talk to another, now you can focus that same energy on growing your business and let your website run itself. Check it out. Rayedwards.com/Kajabi you'll thank me.

Automated Speaker (03:28):

And now our feature presentation.

Ray Edwards (03:32):

One of the most influential mentors in business for me was the man who hired me to work for him in Salt Lake City, Utah, back in 1994, I believe it was maybe late 1993. He flew me home from that interview in Salt Lake City, back to my place in Knoxville, which is where I lived at the time, Tennessee in his private jet. I found that a pretty persuasive argument for taking the job he offered me. Larry's company, Citadel broadcasting paid me to move my family from Tennessee to Utah. And then about three months later, they fired me. The first and only time I've ever been fired in my life. Then about a year later, much to the shock of my family and friends, I went back to work for Larry Wilson again and moved across country to Spokane Washington, where I've lived ever since 1996, I stayed with Larry and his company until he eventually sold the company in a \$2 billion deal. And I've always said there are only two people who could have ever coaxed me back into the radio business. Those two people are Larry Wilson and my other mentor in radio, Steve Cody, whom I met through Larry. What's so remarkable about Larry is this. My story is not unique. There are dozens, if not hundreds of people like me who have similar stories about him. In this episode, I have a long overdue conversation with Larry about how he built the empire that earned him, the nickname, the \$2 billion man.

Ray Edwards (04:53):

I need to start this off with an apology.

Larry Wilson (04:56):

What's that?

Ray Edwards (04:56):

I dropped the ball on your book project way back when I had my own stuff going on and I just totally dropped the ball on. I'm really sorry about that.

Larry Wilson (05:02):

Don't worry about it. You're a busy man.

Ray Edwards (05:05):

That's no excuse for being rude to someone. I consider a mentor. And if I'm bold enough to call you a friend, then I'll do that as well. So, I apologize.

Larry Wilson (05:15):

You are. We got through it.

Ray Edwards (05:17):

You did. I just ordered my copy. I did not want to show up on this call, not having bought a copy of your book. I can't wait to read the final product.

Larry Wilson (05:27):

You know, I was kind of in a quandary because, I had written a lot of stories, but it didn't all come together. And, so I was at a dinner party at a friend's house and, this doctor friend, and, he said, "How's the book coming?" And I said, "Well, it's okay, but I need an editor." And his wife, who's a writer, a really good lawyer, she's written and published a lot of stuff about, about education. And she says, "I want to edit the book." And I said, "Well, Kelly, I probably can't afford you." And she said, "No, no, no. We'll be, be reasonable on it." And so, she really did a hell of a job. I think. I mean, we're getting, we're getting really rave reviews on it.

Ray Edwards (06:13):

Well, of course I read an early version of the book, so I can't wait to read the new version. I love the early version. because that was connected to the story. You know, I saw so much of it from kind of I was inside, but outside, if you know what I mean?

Larry Wilson (06:24):

No, you were there.

Ray Edwards (06:25):

People have heard me talk about you for years on this podcast, because I've talked about, there's only two guys in the world who could ever talk me into going back into radio and they were you, and can you guess the other guy?

Larry Wilson (06:35):

Cody?

Ray Edwards (06:36):

Yup. Yup. And I just remember, he's a rare human being.

Larry Wilson (06:43):

He really is.

Ray Edwards (06:44):

I already had taken a job. I don't know if you know the story. I already had taken a job in St. Louis verbally. I had accepted it with the Zimmerman when I flew to Spokane. Because Steve Kelly told me, you need to talk to this guy named Steve Cody and Spokane. This was a year after I got fired in Salt Lake City, by Scott Mahal, who I loved, and he fired me. I thought he was joking. But anyway, that's a different story.

So, a year later I came for this interview with Cody and I'd already had this new job with Zimmerman. So, I thought, and I showed up here and you remember the station, how it used to look. It was kind of a dump. I just seen the space, age, star Trek, studios of Zimmerman in St. Louis. And I said to myself, there's no way I'm taking this job, working at a ranger station. And who is he, who is this guy who looks like at the time? I thought he was like Mr. Rogers on amphetamines.

Larry Wilson (07:31):

Exactly

Ray Edwards (07:33):

This is going to be the interview that I say, all this stuff I never said to anybody else, I'm just going to tell the truth, no matter what I think it will do to my chances of getting a job. Because I don't want the job. Exactly. So, I just let it fly. And so, did he, we, it lasted for 11 hours Larry. It did not stop from the time he picked me up from the airport. It was 11 hours to drop me off at the hotel. And I went back to the hotel and I called my wife. I said, okay, this is crazy, but we are not going to St. Louis. I have to work with this guy.

Larry Wilson (07:55):

Cool.

Ray Edwards (07:56):

And he went home and told his wife the same thing. And then one of the things he kept talking about all day long that day was the guy who owned the company, Larry Wilson. And of course, my first encounter with you was on board a jet, your jet.

Larry Wilson (08:10):

Where were we?

Ray Edwards (08:11):

You were flying me back from Spokane, back to Knoxville, Tennessee, when you guys hired me. And, it was, it left a lasting impression on me. Cause I went home, told my wife. I said, I can hang out with these people. They have a jet. So, let's just, let's rewind the clock a little bit. So, people understand that my perspective they've got my personal perspective, but I want them to have the professional perspective. Right now, as of today, people want to know what's this guy do today.

Larry Wilson, you may not have heard of him, but he is the founder of Alpha Media. He established this company that currently has 1900 employees working on 225 radio stations in 48 cities across the U S and earlier he's been in radio for 35 years earlier. He co-founded a company called Citadel communications in Phoenix, Arizona. Larry was, to me, you were such an inspirational person because you had built yourself up from, you're not nobody's self-made but you come pretty close to it. Tell the story of how you went from being a lawyer to being a cowboy radio executive worth \$23 billion, 23 million, 3 billion. It gets bigger. I'm a radio guy. The numbers get bigger every time I say him.

Larry Wilson (09:13):

Yeah. Well, you've got to exaggerate a little bit. Well, I tell you, I started out at Pricewaterhouse as a CPA out of college, and then, as soon as I got my certificate, I went to law school at Arizona in Tucson and right out of law school, I got a job with a big firm in Phoenix, Snell and Wilmer. And first client I got to work on was a guy named Carl Eller, combined communications corporation. He had radio, TV, newspapers, and billboards. And the week after I was admitted to the bar, I got thrown into my first deal. And, we were buying a billboard company in Los Angeles for \$21 million and I was going to be second chair on it and no big deal. But when I got out of the office that morning, the partner, I went to his office and he was, he had hurt his back and he couldn't go on the trip.

So, I am right out of law school and I'm thrown into this \$21 million deal, had no clue what I was doing. And next thing I know I'm on a Learjet going to Los Angeles with Carl Eller. And we started out come to call Pacific outdoor and they were in Los Angeles and they were presented by a guy named Neil Papiano. And Neil was a who's who of Los Angeles lawyers and not much of a deal lawyer, but more of a criminal lawyer, but a really good guy. He and I became really good friends, but as soon as we got to Los Angeles, Eller goes with me to Neil's office and explains, reads Papiano the riot act and says, you better get this deal done. And the way you can get it done is do what Larry Wilson tells you to do. He knows a hell of a lot more about this than you do. I got to work with this guy and that pissed him off. So, it long story short, we got

the deal dad. And the next thing I know, I'm on a plane going to Toronto and we're buying Claude Neon and company that own 90% of the billboards in Canada.

So, we became the biggest billboard operator in North America. And we went and operated that I did all our acquisition work and ended up joining them as their general counsel. And, in late 1979, we sold our company to Genette. We emerged with Genette newspapers and, I kind of took some time off and then I decided to go into the radio business. And, that's when I started Citadel, or the guy named Fritz Beesemyer. And we had a simple concept and it was actually kind of plagiarized from, Genette. I had seen how successful Genette was in the newspaper business and they did is they concentrated on media markets and they took big market knowhow in the medium markets. And that's what we did at Citadel. We never had any big markets like Los Angeles. We weren't interested in those and we couldn't have afforded them anyway. So that's how, that's how we did it. And we started it and, in 1984 and sold it in 2001 for \$2.1 billion.

Ray Edwards (12:19):

Hello, that's why, that's why you're known as the \$2 billion man. And your book's called Do What's Right. Now, in an age where most people in business publishing are publishing books about how to build a million-dollar business or how to make a fortune or how to be the next tech entrepreneur success story. Your book is actually called do what's right. And I'm super curious as a guy who's had business success after this incident, that was not your last, you've got a current success happening right now. So, this is not just a story of what has been its story of what is still happening because it's the way you think about business. Why is the book called do what's right?

Larry Wilson (12:52):

I guess it's when you, when you don't know what to do, do what's right. If you're worth anything and you've had any experiences in business, you will have an innate sense of what is the right thing to do when you're faced with a crossroads, a decision to make. And it's really about integrity and how you can ever as an entrepreneur, you can never sacrifice, sacrifice your integrity. And, I've been confronted with it many, many times in my career. I was confronted with it with Eller at combined communications several times, because I frequently disagreed with him, and he was a real, had a very short temper. I'll put it that way. And when I disagreed with him, it really made him upset. And I quit several times only to be talked into staying. Once he said he would do what I wanted to do. And he was trying to get me to sign some documents for the securities and exchange commission. And I said, they're new, they're misleading. I can't do this. It's under penalty of perjury, but that was sort of beside the point. It's not about going to jail. It was about doing what's right.

And then with my latest deal alpha, I don't know if you're where I think you are. I got fired from there. And I really had a falling out with me, the major shareholder who wanted me to do something that I felt was inappropriate, was really unethical. And we got into a knockdown drag out fight and I quit, he talked me into staying. I should've, I should've left, but I didn't. But from that on, that point on, I was, the cards were stacked all against me. He treated me like I was a peon and he made all the decisions and wouldn't back me up on anything, and finally it all came down to, it was going to quit, but they fired me before I could quit.

Ray Edwards (14:49):

I knew that. I didn't want to tell that story because I felt it was yours to tell. So, you've experienced all these great successes. I mean, Citadel, when you sold the company, you sold it to another big company, which was?

Larry Wilson (15:02):

Forstmann Little.

Ray Edwards (15:02):

Forstmann Little, yes, I remember that.

Larry Wilson (15:05):

Yeah, and the driving force behind that was Ted Forstmann. And, you know, when I found out they were interested, I kind of found out and, and directly through an investment banker at credit Suisse. And, I knew about Forstmann Little because they had been in a bidding war for RJ Reynolds against, a company called Kohlberg Kravis, KK and R. Ted was like on a pedestal for me. I mean, I've read a lot about him, read a lot more about him. Once I found out he was interested in buying us and I had the pleasure of doing the deal with him. We neither, one of us were represented by an investment banker, which is unheard of at the time for that size of deal. You know, I just went to his house and we sat down and started talking about a deal. And within actually we started talking about a deal on a Friday and by Tuesday morning we signed the deal. I've never seen anything like it. We got it done over a weekend and the lawyers were just amazing of what they had to do, the hook. She had to jump through to get it done, but we got it done. And I got to know Ted and, you know, unfortunately he has passed away, but he was my kind of guy. He told it just like it is, he shook your hand, you had a deal. You didn't have to worry about the legalities and all of those things. Of course, we had lawyers, but that was beside the point we, we shook each other's hand. And from that point forward, it was a done deal.

Ray Edwards (16:37):

So many things about the way you built businesses and the way you think about business are just strikingly different from what I hear. I've talked to a lot of people in business, a lot of them are successful. A lot of them claim to be successful. And I often think about you in the, in the different way you looked at business. And one of the things that struck me through reading the book was the jet. I know I keep coming back to that. You'll notice there's a jet in the background behind me. I have an aspiration one day. Maybe not owning one. I don't know if it makes economic sense for me, but at least having partial share in one. But anyway, the point is, you're the source of that for me and reading this book was an interesting perspective on the fact that the jet was not an ego thing for you, it was, it was very much a tool of business. Can you talk about that a little bit?

Larry Wilson (17:25):

Yeah, I sure can. You know, when, when I, um, really refinanced and got to the point where I could really grow. Part of the deal was I brought in new investors, around the

country and, and part of the deal was I would buy a prop jet because I felt that I had to be out in the markets. I had to be out with people like you that were with me. I had to look in the, I had to try to inspire you or let you inspire me. And there's no way to do it over a zoom call or a, just a pure conference call. But this country we've become a country of conference calls. That's the way my old company is managed now, and it's going to hell man basket. It's just not the way to run a business.

In my case, I lived in Montana. I still do. And the plane service is not perfect. It's not like if you're in Los Angeles, it's pretty few and far between flights. So, I needed a plane. And, um, so I started off with a prop jet. It escalated. I went to a, full, a small jet, a Falcon 10, and then I went to a Falcon 20, and then presently, I have a Falcon 50. I don't use it much anymore because I don't have to be anywhere like I used to be, but I was on the road every week. I would sometimes be in six or seven cities in a week's time. I flew over 450 hours a year. That's a lot of miles when you're flying at 550 miles an hour. And we were just out and amongst them and talking to customers and talking to managers and talking to programming people and, equally important we're talking to customers a lot and that's just not happening anymore. You know, people are, people have been asking me, "Do you think we're going to become a country that just does business from home?" And I sure hope not because there is nothing like the synergy that happens when you put a Ray Edwards, a Steve Cody and, Jim Diamond together in the same room and let the sparks fly as they get their creative juices flowing. You always come up with a better solution than I can come up with sitting by myself alone. And you guys always inspired me to think outside of the box. That's, what's going to be necessary to survive in business is to think outside the box. Cause we're, we're faced with unparalleled times right now with this COVID crisis.

Ray Edwards (20:07):

Yeah, that's for sure. And I mean the business that I have, one of the things that it's built on is we've done so much personal interaction. I was not in my private jet, but in Delta jets, mostly flying all over the place, having meetings, seminars, workshops, speaking at events because of those things that I learned when I worked with you, you probably don't know this, but when I first went to work for Citadel, I was very introverted, did not like to be out in front of people. And one of the first people I worked with Steve Cody said, you've got to get over that. You know, Cody is pretty plain spoken too. So, I did, and I became a front sitter. When I went to CRS country radio seminar, I used to sit in the back of the room and kind of just hope nobody would notice me. I became somebody who sat up front and eventually ended up on the agenda committee. And I just learned interaction with people, boosts your creativity, boosts the energy, it boosts the bond between you and your customers, your colleagues, your coworkers. And so, I'm with you I hope we don't become just so frankly, I hope we stop being so afraid that we just stay home.

Larry Wilson (21:18):

That's exactly, exactly right. You know, here I am in Helena Montana, you would never, except if you went to Costco, you, you, you wouldn't know that there's a COVID crisis. The people in Helena, Montana are going about their business, and I've been here for probably the better part of two months. Now. I came back from my house in a Hawaii and, and from the day I got here other than the fact that they checked my temperature at the airport, when I, when I got off the plane, I haven't had any interface with police,

no one is threatening me about wearing a mask. I do wear a mask if I go to Costco, but I generally don't go to Costco because I don't like that situation. It's so alien to me. And we are just, I believe we're in the danger of overreacting to this situation. You know, the Spanish word took a lot more people as a percentage of this country, than this thing will ever think about taking, and yeah, we're having a little bit of a flare up now that we're going back to work, but there's things worse than getting sick, you know, getting sick economically where your family is depending on you and you can't bring in the bacon. That is an illness that's maybe terminal. I hope to hell we just shake this off and we get back to work. And I think we're making good progress toward that now, but we have to do that.

Ray Edwards (22:47):

Yeah. I just was reading a statistic a couple of days ago that the rates of depression and suicide because of economic pressures is at an all-time high. Those lives are a cost of the pandemic as well. I mean I couldn't say it any better than, than you did so I won't try to. So, there's so many great stories in this book and I don't want to make you pick just one, but what's one of the most meaningful stories that you tell in the book, in your opinion?

Larry Wilson (23:17):

I think the most meaningful thing is, is, you know I draw a parallel between a public company and a private company, you know? I with Citadel, ultimately became a public company and we were very successful as a public company. I had a very well-informed board. They were all businessmen in their own, right. And then, and now for the latest venture, we were not a public company, and we had a board that didn't consist of any businessman other than me. And I guess Bob Profit, although Bob Profit's position was, he just was worried about his job. So, he didn't really care much about anything else than keeping his job, but the rest of them were just professional managers, minions for wealthy people that invested in our company. And I draw a contrast and one of the chapters between Citadel and Alpha and how my board and Citadel really interfaced with me, they tested me, they pushed me, but we never did anything ever in the history of Citadel where there was not unanimous approval by the board.

And sometimes we would get in disagreements, I'd want to go one way. The board would talk to me about another way and we'd compromise somewhere in between and modifier. And then we'd go for a vote and would have a unanimous approval. In Alpha we disagreed quite a bit, but when they, when they fired me, they didn't even hold a board meeting. According to the law, you can't fire a top executive without a board meeting, but they didn't call a board meeting because I know because I was on the board and the way I found out I was fired as I got a really nasty letter from Bob prophet. And I thought, well, this is crazy. They went on to sell 20% of the company, 20 to 25% of the company over the next nine or 10 months. And they did it all, every transaction without a board meeting and hornbook law, you just can't do that. And again, the company, but the difference is in a public company, if this would have been a public company, those directors would have been sued and they would have been nailed by the securities and exchange commission. There's no watchdog for a private company. I think that's the most telling chapter, probably in the book is the difference between public and private. And if I had to do it over again, I would never financed the way I financed. I would, the only partner I have now is my wife. I lost my wife in a way. And

I got married again in 2011 and Lynn is my only partner today. And that's the way I'm going to keep it until I leave this earth

Ray Edwards (26:17):

Well said, and quite beautiful. I'm glad to hear you're happy. My wife's name is also Lynn.

Larry Wilson (26:23):

Oh, wow.

Ray Edwards (26:24):

What a neat coincidence.

Larry Wilson (26:26):

Yeah, it is. My middle name is Ray.

Ray Edwards (26:29):

What?! You're not pulling my leg?

Larry Wilson (26:34):

No. Lawrence Ray Wilson.

Ray Edwards (26:42):

No, I don't think you need to do that. I think your success stands on its own. So, you've published this book. It is available now at LarryWilsonStore.com. I read an early draft, which was fantastic. I know it's; you've been working on it. I know. So, it's even going to be better now. I can't wait to get my hands on my own copy right now. You're signing the copies, right?

Larry Wilson (27:08):

Yes, I am. And I'm going to sign, I'm going to go sign yours right after this call ends because I did see you ordered a book, which I totally appreciate where we're really trying to make this a break-even situation. I've got some money and not a lot of money invested, but I want to break even most of the people that have helped me with this book are people like you, to some extent. Steve Cody has been a real, a dramatic influence on the book. My editor Kelly Stimpson was basically a volunteer, as was Cody and also, I've got some other people. The publisher is a volunteer. So, I want them to make a few bucks. Once we get past break-even, and we're getting close. And then I'm going to, once I've given them a little bit of profit out of this project, then the rest of it is going to go to charity.

I don't know which charity yet, but we're not doing this to make money. We're really doing it, people say, "Well, why did you do this?" And it's told in the book, but the reason I did it as a very good friend of mine, Jerry Mullen, who's a movie producer

he's produced many, many blockbuster movie Schindler's lists, the Jurassic park one and two, tootsie, rain man. And he's one of my best friends. He hounded me until I wrote this book and he said, you got to, I said, why would I write a book? And he says, you, so your grandchildren who their Papa was, and that's pretty good reasons. So, and the other reason I did it is I want to be, I want to leave a little heritage behind and hopefully I can be an influence to some people, some new up and comers that are young people which is the wave of the future for all of us in this country. And I wish I'd had this book to read before I embarked upon my journey because I've learned a lot of hard knocks along the way. I mean, I've had wonderful times. I've had not so wonderful times. This was a book about the thrills and spills of being an entrepreneur. It's not about me. It's not about, "Look at me aren't I great?" It's none of that. It's not an autobiography really. It's about what can happen to you when you really roll up your sleeves and start your own business.

Ray Edwards (29:33):

Yeah, I agree with that. I mean, as I read through it, one of the things that struck me was you are very even handed about talking about your failures. Well, as your successes and you don't varnish the story. And I can assure you listening to this podcast right now, Larry is not doing this because he needs the money. For sure. I think it's incredible that you've written it, that you've stuck with this project long enough to get it done the way you're promoting it so that your partners can make what they need to make. And then you're going to give the proceeds to charity. I just love all of that. It's a book, unlike any other book I've read. And you certainly, I mean, you've, this is a great legacy that you're leaving for your grandkids and for other people like the people that worked at Citadel and some of the people who saw the truth of who you are when you founded Alpha. And even before that, back when you were in your previous businesses, I'm sure you've had influence on them. You've had influence on me. I mean, there's hardly a week that goes by that I'm not faced with some situation in my own little business where I think a thought like this, "Well, what would Larry have done". Because you, you really made a huge impression on me. I mean, one of my favorite books of all time is a book called Atlas shrugged which is by Ayn Rand. And I always felt like you were like one of the main characters in Atlas shrugged. You were, some people say it's rugged individualist, but I would say it's an individual with the vision and the ability to enroll other people in that vision and make it come true and make a profit honestly, and cleanly.

Larry Wilson (31:07):

Well, you know. If I could tell you one story, you know, what's really what's happened with this book. It's somewhat incredible. I'm overwhelmed by it. I've connected with so many people that I had disconnected from that I hadn't talked to in years. I've connected with so many people that I don't even know that have written to me. And I had, I had this letter not too long ago, a couple of weeks ago and it's, it's actually posted on my Facebook page, and it's from a guy that I did not know. He's, he's the CEO of Transworld radio, which I had never heard of and turns out Transworld radio broadcasts in like 95 countries around the globe and nothing in the United States. They have you know, AM radio stations in this country that are 50,000 Watts, the big ones, the really big ones. And these Transworld radio has some million, 1 million-watt stations. They have a station that broadcasts all over Nigeria. It's a Christian organization, it's Christian broadcasting. And so, he orders this book from me and I

sign it to Lauren Libby, and I don't know who he is, but I signed a nice little note to Lauren and sent the book to him. And he writes this letter me, and it's a beautiful letter. And I just had to talk to this person, because I didn't know what, what this was all about. I called him up and number one, he was shocked that I called him. It took me a while to track him down in North Carolina. So, we had a wonderful chat. And at the end of the call, he said, I would like to order 16 more books. I said, what? He said, I want 16 more books. And I said, would you sign them? And he said, sure, tell me who you want them signed to. And so, he sent me an email and he bought these books for all of his top executives around the world. And he says that it's the best book he's ever read for entrepreneurship. And what that meant to me was just unparalleled. I mean, I, you know, sure. I had fun writing the book. I mean, I had not so much fun writing the book also because there were a lot of painful nights and you know, my wife would, you know, I would start some days at 4:30 in the morning, down in my office at my ranch Writing and, and I'd have meals with her. And then she'd come in at like midnight and say, "You've got to go to bed." And I don't even know it's midnight, all I know is it's dark outside.

And there was a lot of pain went along with this book. I was very angry when I started it because I was mad at the people that fired me. I'm not mad at him anymore. It's the best thing that ever happened to me. It's gotten me to the point where I wake up in the morning. I don't have, I have a, to do list. I don't have a human resources department, which we've just gone batty over human resources and, but that's the world we're in today. But, you know, I get up in the morning and I think, well, I got to sign a few books today. I'm going to go out and watch my granddaughter ride her horse around the barrels. She's a big-time barrel racer. And maybe have dinner here with the, the ranch with these folks. And I'm got a friend coming in from LA tomorrow to have breakfast with me. He'll get in tonight and we'll have breakfast tomorrow. And then his daughter, and a friend of hers are coming out to the ranch to ride horses with my granddaughter and I'll just be hanging out. So, I'm really enjoying my, my life at the end.

There's really only one aspiration I have left in my life and that is I'm trying to figure it out. I want to help people. I don't want to make money. It's not about making money. People say, well, why don't you get back into radio? I'm not getting back into radio. I don't need a day job. I want to help people. You know, I've spent my life helping humane society. The building a humane society, no kill animal shelter in Montana. I've fundraised for the hospital to build a new trauma center for rape victims and meth victims and emergency room victims. You know, the one thing in the book that comes out loud and clear is I tell people one of the great reasons to become an entrepreneur is so you can make enough money that you can help other people, people that can't help themselves. And that's why I picked animals because they can't speak. They can't speak for themselves. So, I've been their rescuer. And I don't know if it's going to mean going to Africa doing something over there. I'm going to do something though for the rest of my life. I do not want to play golf. You know, I've played golf for years. I had no desire to play golf. I mean, are all buddies, Steve Cody is playing this week is playing 54 holes a day of golf. And I go, "Are you nuts?" I mean, 18 is about all I could ever tolerate. And he's playing 54 with a bunch of friends from out of town. And um, I just, I don't want to do those kinds of things. I want to, I want to reach out and help some people. And I just got to figure out where I can be of the best service.

Ray Edwards (36:39):

Well Sir, you continue to be an inspiration to me. And however, I can help with whatever you end up doing. Let me know right now. I want people to order this book. You were talking about how sometimes it was painful to write the book. It made me think about a story. I heard general Norman Schwarzkopf tell when he wrote his book, he said it was so difficult. Sometimes it became known around his house as that damn book.

Larry Wilson (37:02):

Amen brother. I mean I've said that many, many times. My wife said it more than me.

Ray Edwards (37:10):

I'm so glad that you have written it, that you've published it, that it's available. We're going to put the links in the show notes for the podcast to your site, where they can get the book to your social media links. And I just appreciate you taking time to chat with us today.

Larry Wilson (37:26):

Well, it's been my deep honor to do that and I really hope Ray that we can stay in touch. I've really respected what you've done and what you're doing today. The advances you're making every single day with your brilliant brain. And I just want to be a part of your future.

Ray Edwards (37:46):

Agreed and done.

Larry Wilson (37:47):

Okay.

Ray Edwards (37:48):

Thank you. My friend, my mentor and author, Larry Wilson, get his book do what's right. That's the title of the book and that's what's right for you to do is get the book. You will profit by having read it. Larry, thank you so much for your grace, for your leadership, for your example, and for the inspiration you continue to be.

Larry Wilson (38:08):

Thank you, sir.

Ray Edwards (38:09):

I strongly recommend you get a copy of Larry Wilson's book at [LarryWilson.Store](#). The link is in the show notes for this episode, you won't be sorry. So, here's a question for you who your most influential mentors in business were and in life. And what's your action plan that you've developed out of working with and living life with those people? What wisdom have you picked up by walking with the wise posted in our new VIP text

club at (509) 245-2067. You can text me and my text number five nine two four five two six seven zero. I'd love to hear from you.

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Automated Speaker 2 (39:06):

Thank you for listening to the Ray Edward show.

Automated Speaker (39:08):

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Automated Speaker 2 (39:18):

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Automated Speaker (39:23):

Each week we bring you a message of prosperity with purpose and freedom. Remembering the truth. Freedom is available to all through Jesus Christ.

[END OF AUDIO]