



Ray Edwards Show, Episode 481

Is a Personal Brand a Bad Idea?

Automated Speaker (00:00):

The Ray Edwards show episode 481, Is a personal brand a bad idea? The Ray Edwards Show, this is the podcast for prosperity with purpose.

Ray Edwards (00:18):

So, here's a question we get asked quite a bit from clients and students and listeners to the podcast. Is it better to build a business based on me, like on my name, or should it be more of a corporate brand identity? And the objections people have, to building a business on themselves are, first of all, it feels kind of narcissistic. And I think if you've got to if you have to wrestle with that too much, then you have your answer, but it does not mean you have to be a narcissist to build your brand on your name, says the guy who built his brand on his name. Really, I have reasons behind what I'm saying, but let's look at the other objections. Some people say, "Well, I don't want to trade time for money for my entire career, and it sounds like I'd be building my business on having to trade my time for money. I have to show up to be the personality, to be the face of the brand." There's some truth to that; we'll get into that. Scalability, "Like how big can I grow my business if it's all about me?" Sale ability, "Like I can't, if I want to sell my business and be separate from it and collect the value of it in the form of cash later on, if I want to cash in, how can I do that if the business is based on me?" And then succession, "How can I pass the business on to my family or to my designated heir in the company, the heir pairs, what have you?" Those are all good questions. But I think the answer that I'm going to come to, I know I'm, I've seen the end of this show and I can tell you what's going to happen. I'm going to say, build the business based on you and on your personality. And as we go through this episode, I'm going to explain five good reasons why.

Automated Speaker (01:47):

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

Ray Edwards (01:55):

This is doing what you've been called to do what you feel your purpose is to do. In my belief system, yours may not be exactly like mine, but I bet you can draw a similar parallel regardless of what you believe about the nature of reality and why we're here. I believe that God has a mission for us, a purpose for us, and once we are clear on what our purpose is, our mission in life is, I know that sometimes it's hard because unexpected obstacles come up. That doesn't mean we should quit, and we should press on because God's love is so great for us, and his plan for us is so good, we must. In fact, in a letter that one of the early fathers in the church, the apostle Paul wrote to the church in Corinth. He said, "We are hard-pressed on every side." He was talking about himself, his ministry. And also, he was talking to the people in Corinth. He's saying, "We are hard-pressed on every side, but not crushed. Perplexed, but not in despair. Persecuted, but not abandoned. Struck down but not destroyed. We always carry around in our body, the death of Jesus so that the life of Jesus may be revealed in our bodies, also." Now that last part kind of throws people. What on earth does that mean? If you know the story of Jesus, the story is he came to earth and became God incarnate in a human being so that he could pay the penalty of sin for all the world for all time, so that we could all live in deep communion and relationship with God for all time. That sounds pretty cool, right? It is pretty cool. It's the most awesome thing ever. And part of what that means for us is when we face business problems when we're perplexed, but not in despair, when we're persecuted, but not abandoned, we're struck down, but we're not destroyed because that death, burial, and resurrection that rising to new life so that we can be spared the permanent penalty of death applies to us, not just in the, after this life, but in the, during this life, because of that hope we have inside of us, we can be perplexed, but not be in despair. We're able to be persecuted, but not abandoned. We know God is with us all the time. We can be struck down, but not destroyed. We're kind of like Obi-wan Kenobi in that regard. Wait a minute. What was that story based on? But I digress. We always carry around inside of us, inside of our body, the death and the life of Jesus. And that's what gives us hope and the strength and the power to carry on. That is good news, indeed.

Automated Speaker (04:30):

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

Ray Edwards (04:35):

Tip of the week, this week is my Apple watch, and you should get one too. I was not a big fan of the Apple watch for quite some time. In fact, I got a series one Apple watch, and if I'm not very much mistaken, that's the only watch I had until I got the most recent version as a gift from my wife and son. And I love my Apple watch now because it's gotten so good at so many things. Here are a few reasons why I own and recommend an Apple watch, and I have no affiliate link. I don't get any benefit from selling you an Apple Watch, but here's why I find mine useful. First of all, it tracks my physical activity, which is very important to me, as I have crossed the 40-year-old line quite some time ago. It's important for me to keep track of my physical activity to make sure I'm moving enough. And along with that, the Apple watch now has the electrocardiogram where it's keeping track of your heartbeat. Making sure you don't have atrial fibrillation. Of course, it doesn't diagnose heart attacks, but it's a good way to keep track of what's going on with your heart if you feel there's something wonky happening with your heartbeat, you can go into your doctor with a

little bit of knowledge to say, "Hey, my watch told me I've got a problem." Apple says they don't do that, but it's a good conversation starter with what's your doctor.

Ray Edwards (05:38):

Data, my watch, gives me the weather, the weather forecast. It gives me mapped information, and it even lets me do things like if I want to check what's the sky conditions like this afternoon predicted to be for photographs during golden hour, which is the hour before sunset. When the light is nice and soft and golden, and it has those great skin tones. You're taking photos of doing portraits and things like that. Of people you love or people you don't love, you're taking pictures of people. It makes them look their best. So, I get all this data on my watch. And then here's, I'm going to tell you something, that's going to show you what a big nerd I am. This is the main reason I got my Apple watch. I wanted it so badly because there's an app called drafts, DRAFTS. That's available on the Apple watch and on your computer on your laptop. And drafts are mainly just a big text program. It's a big, a good way to capture text quickly. I don't have time to go into telling you about drafts. I'll do that in another episode. But one of the cool features of drafts is it has an app on the Apple watch that allows you to simply tap this little document on your screen, on your watch face, and start talking and dictate straight into your Apple watch. And that text dictation is taken directly to your laptop or to your iPad or your iPhone to the version of drafts that lives on that device, and you've just captured texts that you dictated perhaps a while you were driving for instance, or while you were walking or doing something elsewhere, it wasn't convenient to take out a device and type you can just dictate into your watch. You know, like that old detective Dick Tracy. It's pretty cool. So, if you thought about getting an Apple watch, give it another thought and maybe get one and try them out. Cause I love mine. I think you're gonna love yours too.

Automated Speaker (07:23):

And now our feature presentation.

Ray Edwards (07:26):

Okay. So why do I so strongly advocate for making your business based on you, you being the face of the business, you being the personality of the business? Well, first of all, I think that today being just a faceless, nameless corporate logo and identity is not enough. Even if you do great work for people and you have satisfied customers, satisfied customers leave, raving fans, on the other hand, will fight for you to the death it seems like almost. If you don't believe me, just if you're ever talking to a group of people, ask about who in a group is an Apple fan and see what happens. They'll go wonky crazy over their Apple stuff, then ask who here a big fan of Windows is, and if you get any reaction at all, it'll be most likely a groan. Now, Windows has really improved their game; lately, I must say, they're doing a much better job, and they're certainly a force to be reckoned with. There wouldn't be personal computers as we know them if there hadn't been windows, and Bill Gates, and that whole Microsoft thing, that was a big deal and still is.

Ray Edwards (08:20):

But I'm saying that people are more raving fans of Apple products than they are of Windows, and the reason you might say was because their computers are well-designed, I would say to you, that's all true, but I think there's a bigger force at work here, and that force was Steve Jobs. And how is Apple continuing to survive long after Steve Jobs has departed this earth? Well, a lot of it has to do with the structures he built within his business, that a lot of it has to do with carrying his vision forward, which we're going to talk about that. Your current business let's get back to the question of personality versus a human personality or corporate personality for your business. Your current business, whichever choice you've already made has a business personality, even if the name of your company is X and R Widgets, it's still got a personality. The question is, what is personality? Is it dull and boring, or is it fascinating and interesting? Where did it come from? Is it likable? And my proposition to you is that people love people more than they love logos. People do business with people. They want to connect with a person, and if you can be that attractive character for the most attractive personality, I'm not talking about your physical attractiveness, although that doesn't hurt, I'm talking about you're the interest factor, the intrigue factor, the fascination factor. If people can be fascinated by you, then you can build a stronger business because people connect with people, and there are, I believe, five M's that make up a good, powerful personality-based purpose-driven business. And let's talk about purpose-driven for just a minute.

Ray Edwards (09:57):

What does it mean to be purpose-driven? All businesses are purpose-driven already, automatically. They're already purpose driven. Do you know what their purpose is? The purpose of all businesses? Yes, to make money. That's the purpose. And if you have a deeper purpose that goes beyond just merely making money for yourself, there's nothing wrong with that. I believe there's a level deeper and level higher. You can go by thinking about how can you make a more positive, wide-ranging impact on the world with your business? How can you enrich the lives of not just yourself, but your team members, your employees, your stakeholders, your stockholders, your customers, your clients, and all the people they touch? In fact, what, if you could build a business that benefits the entire world, made an impact on the entire world, Elon Musk, regardless of how weird you think he is, is doing just such a thing that is a hugely successful business, and that's a deeper meaning. When you have meaning in your business, it gives you the power, the fuel to go through the tough times, to be persevering, to stick to it even when times are tough, like during a global pandemic. The meaning of anything means something different to everybody. You get to decide what your business means. So, start with, as Simon Sinek says, the why of your business. Why do you define success in your business the way you do? What are you trying to accomplish? Who are you trying to help? Why will it help them? Why do you want to make that impact? Why is that important to you?

Ray Edwards (11:23):

Then move on to the second M, which is mission. The meaning defines the mission. You define your mission in terms of what you want to see happen, how you want it to occur. Think of it this way. Your mission is the objective. This is what you have a goal. We're going to reach 100,000 families. We're going to reach 1 million entrepreneurs, whatever your goal is, with our message with our products, our

service. And when we do, will it look like that's your vision? So, mission and vision are different things. The vision is, what does it look like visually when that happens? And then you set goals that help, you know. They're the mile markers that help, you know, when you got there to your mission's accomplishment, and you set tasks that you do every day to get you there. So just a quick lesson in success in business mission plus vision plus discipline equals destiny of your business. But the main point of this podcast is not to talk about deeply about crafting and accomplishing a mission. All this part of it is the five phases of a personality-based purpose-driven business.

Ray Edwards (12:23):

So, you start with meaning beyond just making money for yourself, and then you have a mission, you define what that looks like. That may look like we're going to help 100,000 American families get out of credit card debt before the end of next year, or we're going to help eliminate the disease river blindness in the world, by distributing medicine all around the globe. Whatever your mission is, you know, you have a vision for what it looks like when you get there, define that, put that down on paper, then craft the third M, your message. This is where you define clearly what your meaning is, what your mission is, and how and why you want to accomplish it. Start with who you, the person, the identity. Then you talk about your people that you're trying to help you define who those people are, where they are, what their problem is, what the ramifications of their problem is if you don't help solve it. Then you talk about why, you talk about the problem they're experiencing the pain they're feeling, make it deeply emotional, tell the stories of what's actually happening to people. You amplify the consequences of not solving that problem, and then you talk about your aspirations for your customers, for the people you're serving. This is not your personal aspirations. It is the aspiration you have for your customers, for the people you serve. And then you tell the what, what the struggle is in accomplishing the mission of your business, and what will mean when you do, and you get clear on your message. I suggest writing a manifesto for your business that talks about who we are, what we do, and why we do it, and why you want to be part of it as a brief way to outline a manifesto. That'll help you clarify what you're doing, and clarity in marketing equals power. As my friend, Donald Miller says, "When you confuse them, you lose them." He says that in his fantastic book, by the way, it's called Building a StoryBrand. I highly recommend it along with my book, How to Write Copy That Sells. You should get both of them today if you don't have them already, add them to your library, and then read them, and then you'll be glad you did.

Ray Edwards (14:08):

The fourth M in the equation is marketing. This is where you're spreading the good news of your message. Almost like an evangelist, preaching a gospel, which the gospel means good news. Marketing, by the way, is not selling. Marketing is not manipulation. Marketing is not warfare. These are all metaphors had been used to describe marketing, but they're not any of these things. Marketing is taking a message and making it clear so that it is understandable; it's repeatable, it's sticky, people want to talk about it, and it causes people to want to take action. Without you, asking marketing is something you do for people, not something you do to people for

subjects. We don't have time to get into now, but again, see my friend, Donald Miller's book, Building A StoryBrand for more on this.

Ray Edwards (14:48):

The fifth M is money. Now, this may be the only purpose you've defined for your business, and if it is, you probably thought the rest of the stuff I gave you is fluff, but it's the most important stuff. Because if you get the other things straight, we've talked about already, if you get your meaning straight, if you get your mission straight, if you get your message straight, if you get your marketing, correct, the money will be multiplied. The best way to market is to give value first. The most powerful money-making method in the world is to give people results in advance. Give them your best ideas and concepts for free, gather a tribe together, help people become evangelists for you. Get them so excited about the results you got them; they can't help but tell other people about you that will build your business for you. Building a business based on your personality does have challenges. How do you carry the business on if you want to retire, if you want to sell, or if you suddenly depart the earth either by flying saucer or by the usual method? Well, if you plan in advance, you can certainly do that. You can plan for your succession. You can plan for scalability. You can plan for salability. It's been done successfully by other people by the brands. You can do it as well. It's not impossible. It's when you build a business for 40 or 50 years and then start thinking about this; that's when you have the challenge. Even then, it's doable with a little thought and a little plan. And that goes beyond the scope of this podcast episode, but there are some tantalizing tidbits for you to do some research on figuring out well, "Hmm, if I could do that, how could I do it?" It is possible.

Ray Edwards (16:08):

So, what do you think? What is your opinion about building a business? Do you feel it's better to build a business based on your human personality or on the personality of a logo and a corporate identity? Yes, I did phrase that question in a way that reveals my bias. I'd love to hear from you about this episode. If you have something to say, please do so at RayEdwards.com/481. Finally, are you subscribed to this podcast? Don't miss an episode. They're definitely worth every penny you pay for them, which is zero pennies. This podcast is absolutely free. You can subscribe in your podcast directory of choice. We have easy one-click subscription links RayEdwards.com/481, or just go straight to RayEdwardsPodcast.com. Until next time may you enjoy long life, good health, and great prosperity, peace to you, and peace to your house.

Automated Speaker 2 (16:58):

Thank you for listening to the Ray Edward show.

Automated Speaker (17:01):

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Automated Speaker 2 (17:10):

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Automated Speaker (17:15):

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]