



Ray Edwards Show, Episode 482

The 5 Attitudes of Extraordinary Entrepreneurs

Automated Speaker (00:01):

Ray Edwards show episode 482, The Five Attitudes of Extraordinary Entrepreneurs. The Ray Edwards Show. This is the podcast for prosperity with purpose.

Ray Edwards (00:18):

Hey everybody. Welcome to another episode of the Ray Edwards Show. I want to tell you a disturbing story. A friend of mine caught the virus recently, and it almost killed him and his business. We'll call him Klaus, not his name, but let's just go with that, Klaus. Klaus did not even know he was affected by the virus at first. He was not symptomatic, not in any way that anybody would have noticed. He didn't notice himself that he was infected, but he definitely was a carrier. He definitely had the virus, and it had begun to affect him even without his knowledge because he had reached a point of so much fatigue, so much aching in his body, so much aching in his spirit. He almost was ready to hang up the sign in the window of his brick and mortar store and leave a note that basically said, "So long and thanks for all the fish. I'm out here." For those of you who are into Douglas Adams and the Hitchhiker's guide, you get the reference. Those of you who don't, I feel sorry for you; you have my pity. It's not too late to read the books, but so long and thanks for all the fish could also be just, "Thanks for all the years in business, we have closed the store." He did not do that. He was saved in the nick of time because he had a good friend named Ray, who stopped him before he took that action and said, "You need to get checked. I think you have the virus." And sure enough, he did.

Ray Edwards (01:49):

And the virus he had was not COVID, it was the thought virus, the thought virus that is circulating right now on the internet, on Facebook, on Instagram, on TikTok, this thought virus is the virus of fear of hate, of intolerance, of disbelief, of doubt. It's the thought virus of the enemy of your soul, who wants to put you down for the count and will do everything in the enemy's power to do that very thing. To put you down, to make you give up, to make you walk away, to make you believe things are bad and only

getting worse. If you suspect you might have this virus, I've got a solution for you. I've got a cure for you in this episode. And if you're not sure, you might be asking yourself, well, how do I get saved from falling victim to this virus you're talking about, Ray, this thought virus? Well, number one, you need to know the signs. And number two, you need to limit your exposure. And number three, you need to adopt the five attitudes of extraordinary entrepreneurs, which I'm going to share with you in today's episode. That is all coming up next. But first, we're going to spend a little time in the realm of spiritual foundations.

Automated Speaker (03:19):

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

Ray Edwards (03:26):

Have you ever heard somebody say, I just can't see myself doing that? It's pretty rare for somebody to try to do something they're not fairly sure they can accomplish. I mean, maybe you have this experience as well in life. We tend to try things we're pretty sure we can. We want to accomplish, we don't want to look silly, we don't look foolish, but we also know we want to step out and try new things to try challenging things. But in our desire to not look foolish, we often don't try things we're not fairly certain of. So, if we're trained by default, by our past failures, we may be in a place where we only see failure in our future. I had a member of my family at one point a few years ago; I was talking with this person about how to take his ideas and his skills and his wisdom that he accumulated over the years and turn them into a business online. We had many discussions about this, and he always would say to me, in these discussions, at some point, "I don't know. It just seems like," and then he would present me with a problem that could come up possibly with his business, and he would make no progress.

Ray Edwards (04:36):

We ended up talking about it again. The next time we got together. And finally, during one of these discussions, my friend said to me, my family member, my relative. I'm just trying to be careful not to make it obvious who this person is because I don't want to out him in front of everybody. They said, "You know, this is easy for you because you see all the possibilities. I can only see the roadblocks." That was a powerful insight for this person to have. And it was powerful for me to hear it because I see that so often in people I'm coaching or people I'm working with trying to help them build their business. And you've met this kind of person, you've encountered them, you've had conversations with them, where no matter what you suggest to them, "Well, have you thought about trying this? Have you thought about trying that?" They always have an answer, "Well, that won't work because blah, blah, blah, blah, blah. That won't work because I've tried it before. That won't work because it's stupid." I mean, have you encountered this person before? Have you encountered them maybe close up, maybe closer than you care to admit, maybe in the mirror? There's value in trying things that we may fail at.

Ray Edwards (05:41):

I have another friend I was talking to this week who said at one point our conversation, "I'm looking forward to my next failure." I said, "Really? That sounds interesting. Tell me about that." And he said, "Well, I've just figured out that all my growth, my best victories have come out of having a big failure. So, I've decided not to have any more, small failures. I'm only going to have huge ones." And I said, "How are you going to do that?" He said, "I'm only going to try huge things." I love that.

Ray Edwards (06:14):

So, my suggestion. You might say, "What's this got to do with spiritual things." It's about faith. If you feel like you're in a place where you want to reach for something big, maybe your back's against the wall, you need to accomplish something big. Maybe you're in a great place, and you want to put a lot of things at risk by trying this big vision that you have. You feel called to get alone with God and ask God to show you, "What's the next step I need to take?" And then just take it, just take that step of faith. Step out, keep your eyes open, listen to the counsel of God, and move forward. And don't be afraid because there is no failure. There's only progress or lessons learned. Either way, It's a win. So, go for it.

Automated Speaker (07:00):

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

Ray Edwards (07:05):

This week's tip is all about upgrading your webcam. When you're doing zoom meetings, and video live casts like on Facebook, et cetera, you've seen it, I've seen it, some people have a better picture than other people. Their background is blurred. Their lens is crystal clear on their face. When they're talking, their lighting is great. How do they get themselves to look like that? One great way to do this is to get a better camera than the one that's built into your computer. And if you've got a DSLR camera, here's a tip a lot of people don't know. You can actually use your DSLR and Ecamm Live to make your big, expensive, fancy camera into a webcam, and it looks fantastic. And you can do this using zoom because zoom can see the virtual camera that Ecamm Live creates. So, I've put a link in the show notes. You can go to Ecamm.com, E C A M M .com. And we have a link to the tutorial that shows you how to do this with any camera that you can plug in through USB. This is a handy guide, and it'll go a long way toward upgrading the look of your live casts and your live video and your zoom calls and webinars. I highly recommend you check this out, try it for yourself. And you'll be the person people will be looking at your video online saying, "How does she do that? How does she look so darn good?" I'll never tell it's our secret.

Automated Speaker (08:29):

And now our feature presentation.

Ray Edwards (08:32):

So back to our original topic, we started this episode with which is guarding yourself against the mind virus that's circulating online. And the mind virus is pernicious. It's ubiquitous. It's other big words that we don't need to go into, but it's a problem, my

friend. It is trying to get you. We're not talking about COVID. We're talking about a virus of the mind, a way of thinking. That sounds reasonable. That sounds like caution. That sounds like maybe you're just being careful, you're being a good steward. This is one way we like language things to make us sound like we're not just afraid. The mind virus is the virus of fear, of separation, of isolation, of intolerance, of being afraid of, and dismissive of those who are different, of wanting to spend our time arguing our point instead of advancing the kingdom. And for you, maybe advancing the kingdom means advancing the kingdom of your business.

Ray Edwards (09:26):

If you're a believer, you know that the kingdom of God is within, and it's here and now, and our job is to bring the kingdom of God with us wherever we go. And that means bringing peace, love, and joy wherever we go. That means bringing God's grace wherever we go. Not judgment grace. So how do we do this? And if you're not a believer, if you're thinking, I don't know what to do with all that spiritual stuff, he just threw at me, right? Think of it this way, instead of spreading the mind virus of fear and panic, don't you think business would be better for you if you spent time cultivating the fruit of peace, of harmony, of grace, of helpfulness, won't that be better for your business? Then this is how you do it. You cultivate the five attitudes of extraordinary entrepreneurs, and here they are.

Ray Edwards (10:22):

Number one, the attitude of gross versus stasis. This one is huge right now because so many people are trying to keep things just steady as she goes, especially if you're running a business and your business is doing okay, maybe things are down, but you're still in profit, or you're paying all the bills. We're surviving. So many people are going out of business right now. Listen, you can't survive if your goal is stasis because in life, you're either growing, or you're dying. In business, you're either growing, or you're dying. You have to be either in a gross attitude or a stasis attitude. If you're in a stasis attitude, you're destined for ultimate failure. So, growth looks like learning, taking courses, meeting new people, having new conversations, becoming part of that new mastermind group, becoming part of that new coaching program, stretching your boundaries, and growing as a person and as a business and an organization. So, having the attitude of growth versus stasis.

Ray Edwards (11:26):

Attitude number two of the five attitudes of extraordinary entrepreneurs, the attitude of positive versus negative. Now, I'm not trying to tell you that in life, you're only going to encounter positive things. That is not true. You're going to have problems. Let's just call them what they are. You're going to have misfortune. You're going to have some pain. As you get older, you're going to have creaky joints that have to be repaired. I'm in for shoulder surgery very soon. I know what I speak of. But you've got to take a positive stance in, especially in those moments, when you have that unprofitable month when you have that big client who declined to renew their contract when you have that physical problem, and you've got to reframe it in a positive light, or it will take you down, It'll infect you with the mind virus.

Ray Edwards (12:18):

When I first got the news about my shoulder problem, I mean, the pain has been extraordinary. And the promise of the surgery, this is the good part, the promise of surgery is the pain is going to get worse. Once I have surgery, it's going to hurt worse than it's ever hurt before. Hallelujah praise the Lord. What? Because I have to be wounded in order to be healed. The promise of the surgery is it's worth that pain to be out of pain, eventually. I've got to do my physical therapy. I've got to go through the intervening time. And as I was the day after I got my surgical prognosis, I was kind of down. I woke up kind of thinking, "Man, you know, I've got Parkinson's, I've got aches and pains from just being middle-aged at 54. And now I got this shoulder thing." And I realized, this is not the kind of thing I want to cultivate in the garden in my mind. So, I immediately began to speak out the positive things that are coming out of this experience. Soon, I will be out of this pain in my shoulder. Soon, my shoulder will feel better than its felt in years. Soon, it'll be stronger than it has been in years. Soon, I'll be able to get a better night's sleep. Soon, I will have the reassurance that my shoulder joint has been reinforced, the musculature has been repaired, and I have every reason to believe I will have 25, 30, 40, 50 years of good function out of that shoulder joint. That's amazing. That's fantastic. We live in an age of miracles. I felt a lot better. That's not denying what's happening. That's transmuting what's happening from a problem into a blessing. And that is totally up to God and us. And by the way, God's already promised to do his part because he says in Romans chapter 8, verse 28, he makes all things work for the good of those who love him and who are called according to his purposes. And that includes you and me.

Ray Edwards (14:14):

Attitude number three of the five attitudes of extraordinary entrepreneurs, the attitude of progress versus perfection. So, maybe you're at a place where you have not reached the goals that you set for yourself in life. Maybe you're not at a place where you're even close, and you say, "I just am so discouraged, and I look at how far I've got to go." The point is not to look at the distance. The point is to look at the progress you've made since yesterday, which, if you made one inch of progress, you are a success automatically. And you might say, "That's stretching it, Ray." No. The definition of success is the progressive realization of worthwhile. That means did you make progress. If I have a goal to read a book a month and I read two pages today, I made progress. Success. Success is the progressive realization of worthwhile goals.

Ray Edwards (15:08):

I added a couple of clients to my business last week, progress, progressive realization, worthwhile goals. You can be a success today. Just decide on what your long-term goal is and make a progressive step toward that goal today. And you are a success, and that's not word games, that is reality. And it's measuring reality and responding appropriately with happiness because you made progress. You're a success today right now. Not someday when you reached the final outcome goal because guess what? There will always be a new outcome goal. There'll always be a new level of income. Always be a new publishing deal. You want to get to always be some new long-term outcome. You're moving toward. If you wait until then to reward yourself or be successful, let me tell you what's going to happen. You're going to get there, and you'll already be looking towards the next long-term goal. You won't have it within you to take the time to celebrate the goal you just achieved unless you've cultivated the

habit of celebrating the small wins along the way, every day. Progress versus perfection.

Ray Edwards (16:09):

The number four attitude of extraordinary entrepreneurs, the attitude of grace versus grind. I credit my friend, Shay Mines. Who's a fantastic believing businesswoman, a leader of a movement, and a blessing to know she wrote a book called "Grace Over Grind," I highly recommend it. We'll put a link in the show notes for you. And this is about rejecting the mindset that you've got to hustle all the time in order to succeed. God does not call us to grind it out every day. That's not the call of God. The call of God is to receive his grace. There is a passage of scripture that I want to share with you. This is what God says, "Are you tired? Worn out, burned out on religion. Come to me, get away with me, and you'll recover your life. I'll show you how to take a real rest. Walk with me and work with me. Watch how I do it. Learn the unforced rhythms of grace. I won't lay anything heavy or ill-fitting on you. Keep company with me, and you'll learn to live freely and lightly." Does that sound good to anybody but me? That's a relief. That's the attitude of grace over grind, the unforced rhythms of grace. And when Jesus spoke those words, by the way, that comes from Matthew chapter 11, verses 28 through 30, I was reading from the message translation. When Jesus spoke those words, he was very much talking about real life in this world. Not some fantastical life in the clouds, sometime later on after time is over. He's talking about right now. So how about it? Do you feel wary? Do you feel burdened? Heavy-laden? Time to watch how God does it and to move and work with the rhythm of grace, the unforced rhythm of grace. I'm just soaking in that for a moment.

Ray Edwards (18:21):

Attitude number five of the five attitudes of extraordinary entrepreneurs, the attitude of four versus two. This is something I've said for quite some time now that marketing and selling is something we do for people, not something we do to people. And I've heard variations of that statement from different people from Zig Ziglar and recently from Tony Robins, I didn't realize that I had picked that up, I'm pretty sure from Tony. He has a core belief, and I share the same belief that life happens for me, not to me, and the basis for me for that belief is twofold. Number one is because it makes sense. Even if it were not true. If we lived in a meaningless universe where everything was an accident, it would be more useful for me to believe that life was happening for me than to believe her life is just happening to me. You may say, "Well, why does it make any difference if there's no meaning?" Because if I believe it's happening for me, I will do things I would not do otherwise to improve my situation. Do you see that? Because I believe it's happening for me, I'd be looking for reasons. How's this for me? How can I use this? What can I learn from this? How can I exploit this? How can I avoid this next time? I'll be trying to figure out how is this happening for me, even if it were not true, that's useful. I think you could see that. However, I don't believe that the universe is meaningless. I believe that life has a purpose that we were created by God to we were called according to that purpose and that, because he says he makes all things work for the good of those who are, who love me, and who are called according to my purposes, we can be assured that life is happening for us and not to us. We are told in scripture that God takes things that were intended to do us harm and turns them to our good.

Ray Edwards (20:15):

So, I can rest assured that when I have challenges, when, when I get a diagnosis like Parkinson's, or I have a problem, like a torn rotator cuff, I could get downcast and say, Oh, woe is me. How could these things happen to me? Or I could say, God, thank you for the lessons you're going to allow me to learn through this process. Thank you for strengthening me. Thank you for letting me be an example of how a believer, a person who walks in the kingdom, can walk through something like this, victoriously. Thank you for the example of the three young men who are going to be thrown in the fire in the furnace for their belief in God. And for one of those young men who stood up to the King of the land and said, we believe that God will preserve us, but even if he does not, we will not bow to your false gods. And if you know the story of Shadrach, Meshach, and Abednego, you know, they walked into that fire and the people who are trying to murder them, look in the fire and said, "There's a fourth person in the fire. It looks like the son of God." So, thank you, Lord, for that example, for that story, thank you. That life is happening for me and not to me. And if you don't believe all the supernatural stuff, then grasp onto the fact that just by using your rational brain, you can see, you're going to respond better to challenges. If you believe there are a purpose and a way for you to extract some kind of benefit from it, then if you believe otherwise. So, it works either way.

Ray Edwards (21:37):

So these five attitudes of extraordinary entrepreneurs will preserve you from being infected, they will protect you, they will immunize you against the mind virus of fear and darkness and hatred and intolerance and anger, and then put your feet on the path to prosperity and success. The five attitudes of extraordinary entrepreneurs are one, the attitude of gross versus stasis. Two, the attitude of positive versus negative. Three, the attitude of progress versus perfection. Four, the attitude of grace versus grind, and five, the attitude of four versus two. So, what do you think, which of these five attitudes challenges you the most? Which one do you need to work on? Give me your feedback and your comments at RayEdwards.com/482 for this episode's show notes. You'll find all the links to things I talked about. And finally, if you're not subscribed to the podcast, why not? The cost is unbeatable. It's free. You can subscribe in your podcast, directory of choice, or you can get easy one-click subscription links at RayEdwards.com/482. Or you can go straight to RayEdwardsPodcast.com. Who made it easy for you? Until next time, may you enjoy long life, good health, and great prosperity, peace to you, and peace to your house.

Automated Speaker 2 (22:57):

Thank you for listening to the Ray Edwards Show.

Automated Speaker (22:59):

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Automated Speaker 2 (23:09):

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Automated Speaker (23:14):

Each week we bring you a message of prosperity with purpose and freedom, remembering that true freedom is available to all through Jesus Christ.

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