



Ray Edwards Show, Episode 483

3 Pivots That Propel Prosperity

Automated Speaker (00:00):

Ray Edward show episode 483, 3 Pivots That Propel Prosperity. The Ray Edwards Show. This is the podcast for prosperity with purpose.

Ray Edwards (00:17):

Hello, everybody. Welcome to another edition of the Ray Edwards Show. This episode is entitled 3 Pivots That Propel Prosperity. If you're like me, you might be tired of hearing the word pivot. It seems like everybody is pivoting. Every business is pivoting. Every guru is telling you you've got to pivot what the heck is with the pivoting. I did a little looking around online and what I discovered is the term pivot has become the buzz word, referring to a significant business change, ranging from something mild to something dramatic. A pivot usually is done to help a business recover from a tough period. If you've been walking on planet earth in the year 2020, you've been through a tough period, and you know what it means to have to pivot. Some businesses have recovered nicely. Some businesses are doing better than they were before. Some are barely surviving after experiencing this incredibly bizarre year we call 2020. Lots of us have had to pivot, and I think pivoting can be a good experience. And I have three pivots that I believe you should make now because they provide prosperity. These are not about changing your business. They're a different kind of pivot. These are mindset pivots, and we're going to get into those today.

Automated Speaker (01:34):

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

Ray Edwards (01:40):

Spiritual foundations this week comes from the New Testament, 1st Peter chapter 4, verse 10 says, "Each of you should use whatever gift you have received to serve others as faithful stewards of God's grace in its various forms." Now there's a lot packed into that one sentence. I want to walk through it carefully with you and show

you how powerful this is. Even if you're not a religious person or a spiritual person, listen to the practicality in this statement, "Each of you should use whatever gift you have received to serve others," for us to be successful business people, if we don't serve others, we're not going to succeed. You can succeed short term by exploiting others. You can only succeed long-term by serving them. It goes on to say, "Being faithful stewards of God's grace in its various forms." And you might think, well, if I'm not religious, how does that apply to me? Right? Well, even if you just think the whole universe is a big cosmic accident, you must understand that you're lucky that you live on a planet with an atmosphere where life came to be, as it is, you're able to enjoy this experience. That's grace. Christians would call that common grace that God grants to everyone and being faithful stewards of God's grace, that unmerited favor, that luck that we get, that we didn't deserve. We didn't do anything to get it. We just received it. It comes in various forms. I mean, right now we're concerned about wildfires, and lots of people have lost property, lives. To me, it's tragic, and yet grace is displayed every day by those who are fighting the wildfires who are helping those who need assistance. And eventually, the rain will come, and the fires will die out. And that will be seen as grace because it is grace. Why do the bad things happen to start with? I don't know; I'm not in charge of the universe. And since I gave up my job as the manager of the universe, I have a lot less stress. So, I highly recommend if you're currently in that position, you too should resign as the manager of the universe. It's already filled anyway. Each of you should use whatever gift you have received to serve others as faithful stewards of God's grace in its various forms. That is good advice for us as entrepreneurs. So, I encourage you to adhere to that advice.

Automated Speaker (04:05):

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

Ray Edwards (04:11):

Our tip this week is a simple one, and you might find it bizarre to hear me say this but consider deleting social media from your phone. And you're like, "What? Ray, you're a big social media proponent. How could you suggest I delete my accounts?" That's not what I said. I said, delete it from your phone. I've been looking at my screen time on social media. And I've discovered I spend an alarming amount of time scrolling through Instagram and Facebook and sometimes Pinterest and other things. So, I decided to delete those apps from my phone with one exception, and that is Instagram. And I don't allow myself to access that for scrolling except during very tightly defined periods. And the reason I kept it on the phone is that the easiest way to post to that service is actually through the app, like in stories. There are some things I like to do with my stories. It's just a lot easier. It takes a lot less time to do straight from the apps. That's why. But delete those apps from your phone completely. I've also deleted Email from my phone. It eliminates a lot of scrolling. It doesn't mean I'm not using social media. Doesn't mean I'm not using Email, just I'm not using it as a default to fill in time during other parts of the day, when I could be with the people that I'm with, for instance—just a thought. I encourage you to try this. And what I've discovered is my mind is more quiet. My soul is more at peace. I'm less worked up about stuff. That's none of my business, and life is much better for having done this. Try it just as an experiment. You can always put the stuff back on your phone.

Automated Speaker (05:49):

And now our feature presentation.

Ray Edwards (05:50):

Okay. Our feature presentation this week, the three pivots that provide prosperity. These are three pivots I recommend you take. Even if you have not pivoted your business, I recommend that number one, you pivot from dabbling to mastery. Now, what on earth is dabbling. Well, first of all, it's a word I think I made up. I'm talking about dabbling. If you've been dabbling in your business, dabbling in social media, as a way to promote your business, dabbling in Facebook ads, whatever thing it is you're working on. And you've been dabbling in it. You know what I mean? You're not putting forth all your effort. You're not putting concentrated, focused, intentional time into that practice because if you did, you could master that thing. It doesn't mean that you master it once. And for all, mastery is a process, but it's a process that is a lifelong process. Like I'm a copywriter. I'm pretty well known as a copywriter. I don't feel like I've mastered it, but I am on the path of mastery. I'm always learning, always improving, always honing my craft. I have intentional, focused concentration. I put on the practice of copywriting on the path of mastery, not dabble Marie. And I find a lot of times people are dabbling because of what Zig Ziglar called the loser's limp. And the loser's limp is the athlete. Who's playing basketball, for instance, and limps out into the court. So that later she can say, well, I know I lost, but I was limping anyway. So, what do you expect if you do that with the intent of giving yourself an out that's the loser's limp, go for mastery, be the best you can be at whatever it is you're doing? So, make that pivot.

Ray Edwards (07:33):

Pivot number two, pivot from the sprint mentality to the marathon mentality. Now human beings are pretty good runners, but we're only good in sprints for a short period of time. We wear ourselves out in the sprint pretty quickly. And then the cheetah eats us. My point is, and today's business world. I think people are in constant sprint mode. They're sprinting from one project to the next, from one product to the next, from one product launch to the next, from one social media platform to the next, from one event to the next. It's just sprint after sprint, after sprint, after sprint. And especially this year, there's been lots of sprinting because people felt like they had to. They felt like I got to keep the wheels turning because the economy is crashing on around us. I know I've done my fair share of sprinting this year, and I'm really committed to moving back to more of a marathon mentality. And a marathon is a race. You run with thoughtful preparation. You train to get ready for that 26-mile run, and you pace yourself so you can finish the race. If you try to sprint through an entire marathon, most of us are going to collapse at some point, probably puke, probably do more embarrassing things, and be out of the race, maybe out of the human race, if we haven't been practicing ahead of time. So, I think it's a really good idea for us in business, in relationships, in our lives to stop living in sprint mode and pivot to the marathon mode of thinking and practice and running the race.

Ray Edwards (09:11):

And then the third pivot I'm going to recommend you make is, pivot from resolutions to repetition. And what I'm talking about is, you know, that phenomenon where at the beginning of the year, we all make a resolution. We make new year's resolutions to

lose weight, to save money, to be kinder, to do whatever the things are that you resolve every year that you don't do. I mean, you know, that's how it works, right? 97% of all resolutions are abandoned before the end of January each year. Well, most of us who are entrepreneurial types make resolutions, not just in January. We make them all the time. We're like this did not work. Never again. We're going to make that mistake. And yet next month, we make the same mistake. I propose stop making those big, broad scope, grandiose gesture, resolutions. And instead, just start focusing on a few core habits that you can repeat day after day, they're usually boring habits like posting really good short content every day to social media. That's kind of boring. When you get right down to the nitty-gritty of doing it, it's not super exciting. It's not super sexy and fun, but if you do it consistently, you just repeat it. Day after day, it pays big dividends. So, I'm recommending you move away from making big grandiose resolutions. And instead, just pick a few things you can practice in repetition and putting in the reps, get you the muscles.

Ray Edwards (10:38):

So those are the three pivots I recommend you make that provide you with prosperity. Number one, pivot from dabbling to mastery. Number two, pivot from sprint to marathon. Number three, pivot from resolution to repetition. What do you think I'd love to hear your thoughts on this subject? Give me your feedback at RayEdwards.com/483. That's the episode number of this episode. And by the way, if you're not subscribed to the podcast, you really should. It's a great deal because it's free. Don't miss a single episode. You can subscribe in your podcast directory of choice. You can go to the website and get an easy one-click subscription at RayEdwards.com/483, or you can 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. See you next time.

Automated Speaker 2 (11:34):

Thank you for listening to the Ray Edwards Show.

Automated Speaker (11:36):

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Automated Speaker 2 (11:46):

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Automated Speaker (11:51):

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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