



Ray Edwards Show, Episode 485

How to Thrive in the 'Next Normal' with John Meese

Automated Speaker (00:00):

The Ray Edwards Show episode 485 How to Thrive in the 'Next Normal' with John Meese. The Ray Edwards Show, this is the podcast for prosperity with purpose.

Ray Edwards (00:17):

We're back with another episode of The Ray Edwards Show. And the question I'm asking this week is how do we move forward in this next normal as 2020 is about to be the past. I mean, it won't be long until we're past the end of the year, and we'll be into 2021. And I guarantee things will not be exactly like they were in 2019 or the first couple of months of 2020. You know, I went back, he was looking through my photos in my photo's app on my iPhone. And it was interesting to see the difference in the pictures I was taking before March 2020 and after. And it just was a real demonstration of what a different world it is because before it was the usual things we were accustomed to doing, I mean, we were traveling to San Diego, to Phoenix, to Franklin, Tennessee, to Nashville, to all these different places that we normally go to do workshops, to meet with our friends, to attend other conferences, and there was, there were people everywhere, and nobody was wearing a mask. And if you were wearing a mask, you probably were going to be questioned by the law enforcement officers about what you're, why you're wearing a mask. Now you go to the bank, and everybody's wearing a mask. It's weird. So, what do we do as we go forward into this next period of the next normal? What does thriving look like in any economy or any social situation? How do we press forward and stop lamenting what's lost and celebrate what's available? That's what we're talking about with my friend, John Meese, in today's episode, that's coming up.

Automated Speaker (01:50):

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

Ray Edwards (01:57):

Spiritual foundations this week is a verse from the New Testament from Titus chapter three, verse 14. I love this advice. I think it applies to us is especially today, especially during this time, where we're saying our people and our people are people who love God, people who believe if you're not a spiritual person, do you believe in goodness? Do you believe in mercy? Do you believe in justice? Then this is you. Our people must learn to devote themselves to doing what is good in order to provide for urgent needs and not live unproductive lives. To me, what that says is for us as entrepreneurs and business owners, what we're doing is not just about making money for ourselves, although it is about that. And there's nothing wrong with that. It is about providing for urgent needs. If we don't do it, who will? And the answer is nobody knows because this is what we so being encouraged, you are needed. You provide for urgent needs, and you're not living an unproductive life.

Automated Speaker (03:09):

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

Ray Edwards (03:15):

My tip of the week this week is very simple, but it'll have a profound effect on your life if you use it. Speaking of productivity, as I mentioned in the last segment. I'm going to encourage you to batch your tasks. In other words, put like tasks together. So, batch your email checking time. Do all your email checking at one time during the day for like 30 or 45 minutes, really one time during the day; you can do this. Batch the recording of your videos, batch the recording of your podcasts. That's what I'm doing today. I'm recording three different podcasts today; batch recorded them. And then leave days on your calendar with no appointments, so you have some time to create and to recreate or recreate. Recreation is recreation. You're recreating yourself, your inner child, your inner joy, your inner being, your inner spark that gives life. What makes it feel good? So, give space to do that. You can't be running a sprint all the time. So, batch your tasks, leave days on your calendar with no appointments, and enjoy the margin in your life. That's my tip this week.

Automated Speaker (04:24):

And now our feature presentation.

Ray Edwards (04:27):

Well, I'm so excited to have John Meese as my guest on the show today. John and I go way back. Do you remember where we first met?

John Meese (04:35):

I do. I do remember when we first met. We met in the line for lunch at Score Conference.

Ray Edwards (04:40):

Oh, you do remember Score Conference. Ken Davis, what a great experience. For those who don't know, Score Conference is a conference about how to structure a talk, give a powerful, effective public speech or talk. It's so much more than that. That

kind of doesn't do it justice, but that was. Was that the first time you'd been to that event?

John Meese (04:57):

It was. It was actually probably the first time I'd been to any event and sort of the public speaker blogger podcast or influencer industry. I was encouraged to go. I knew Michael Hyatt, and he really encouraged me that it was a great thing to go to. And so, I did, and I knew no one there. And Ray, at the time, I had no idea who you were. I didn't follow your blog or anything. I was just in line for lunch, and I look over, and I was like, "Hi, I'm John." Because I had to meet somebody, and then we sat and ate lunch together. And I remember we hit it off right away. And as soon as I started asking some questions, I took the next opportunity to Google your name. And I was like, "Oh, if I was smart, that would have been strategic." But it was just, you know, having a good conversation and it led to a friendship. And you know, I really see you as a mentor of mine.

Ray Edwards (05:40):

Well, I see you as both of those things to me as well. Many people may know you as the Dean of Platform University. How did that come about? Because you were not in that position when I met you at Score.

John Meese (05:51):

That's true. That's true. No, when you met me, I was just really starting to blog myself and toying with any of public speaking. I think at the time; I was actually working for a campus ministry. So, this was, I mean, years ago, not quite ten years ago, but probably close to that. I don't remember exactly what year it was, but yeah, so I started, you know, Michael Hyatt came out with this book "Platform: Get Noticed in a Noisy World," and I knew Michael. I've actually known his family for years. He's, you know, the deacon, he's one of the deacons at the church I grew up at. And so, I knew Michael as the guy that taught like the adult Sunday school class. But I didn't know he was the CEO of Thomas Nelson or that he had, you know, this massive online business growing.

John Meese (06:29):

But when he launched Platform University, it was this idea that said, like, if you have a message burning inside of you and you feel like you have something to say or sell online, there's this new world called the internet. There's this new thing called social media. And you know, he had this promise of that. He could teach you how to really do something with that. So, I joined Platform University as a student. This was probably about the same time that I went and met you at Score Conference. I was just learning more about the opportunity here. I started blogging, launched my own podcast, started doing a little bit of coaching, a little bit of affiliate income, and sold my first online course, and very quickly, that became my full-time job and was able to replace my full-time income at the time, as well as allow my wife to come home because we were newly married at this point so that we could enjoy our firstborn son together. So, you know, all of this was taking off my firstborn son, Damian. He just turned five a couple of days ago. So, five years ago, you know, around that time, just before that was when

I first kind of went full time by myself. And Platform University is a lot of the reason why I was able to do that. So when Michael and Megan, you know, his daughter, who runs that company when they were looking for someone to really spearhead Platform University into the next iteration of that as a business and as a brand, because they wanted to do some other projects. They reached out to me and just said, "Hey, can we get lunch?" So, I guess lunch is the common theme here, right? That lunch is a good thing. Because they took me out to lunch, and then I had no idea what it was for. And they said, "Would you be willing to come on as the brand director and Dean for Platform University and run that?" And I've done that now for a little over three years. So, it was a phenomenal opportunity.

Ray Edwards (08:04):

Yeah, and about that time that you were just getting into that, and you were getting ready to launch your first online course was when you enrolled in our copywriting course, which is what really got my attention because you were a great student. And what role would you say copywriting has played into the other things you've been doing like Platform University? And you've got a new book coming out, which I'll talk about in a few moments, but how do you feel copywriting fits into that whole world?

John Meese (08:24):

Sure. Well, I mean, I'll be honest, Ray, I fit in along with most of the stereotypes that the first time I heard you because I met you at Score Conference and then I started following some of your content online. And the first time you started talking about copywriting. I was so confused. Right? Because I was like, I mean, yeah, copyright 2012, you put it at the bottom of the website. What's the big deal, you know? So, I was right there that stereotype, I had never heard of copy in that, using that context of, you know, writing words that sell. So, but you taught me a lot about that. And I remember I watched one of your webinars and I took, I think it was, it may have been actually the first launch of copywriting Academy. Or maybe, you know, either first or second, I remember it was a new thing you were doing that I convinced my wife to let me spend, you know, over a thousand dollars on a course about how to make money online essentially.

John Meese (09:12):

So, I did that, and I remember being on a road trip with my wife for like a family vacation, you know, and we had to stop. So she could nurse the baby, and I'm sitting there reading her my first sales page, or like I bought the course, I went through it, I went and wrote it, my first sales page I've ever written in my life. And I remember sitting at a gas station with my laptop on my knees, kind of reading this thing to her, like, "What do you think?" And she was like, "Well, it sounds like it really flows really well." I'm like, "Yeah, it uses this thing called the Pastor framework." And she was like, "Oh, okay. Like a pastor." I was like, "Yeah, kind of." And I kind of, you know, explain your formula that I used to write the sales page.

John Meese (09:45):

But then I launched my first online course with a really the sales page was just over a thousand words long. So, a relatively short sales page, no design, essentially. It was

like a blank page with texts and a couple of screenshots on it. And I launched that course to 250 email subscribers. And I had used Platform University to learn how to build my first email list. So, with Platform University over here and Copywriting Academy, I launched this course to about 250 email subscribers with a Ray Edwards, you know, guided sales page and made \$10,000 in 10 days for my first-course launch. And that was, I mean, that was life-changing at the time I made less than \$30,000 a year. And so, \$10,000 is a lot of money. And when you're newly married and working your first job out of college. So, yeah, that was really what got me started.

Ray Edwards (10:30):

I love that story, and you're a great student. You're a great writer. You have a gift for writing, that certainly does not hurt. So, Platform University, you've been integral in the growth and development of that. And now you've written a book. Talk to me a little bit about what led you to write a book. What are you up to these days? And what's the book about? Where's that taking us?

John Meese (10:48):

Yeah, so, you know, in addition to Platform University, I've had other forays and real experiments with, you know, really what became to foster, to become my love for entrepreneurship. So, you know, Platform University is about teaching you how to build an online, personal brand and online business. But that's really about entrepreneurship. That's just about a new way to be an entrepreneur, you know, to solve problems for a profit, which is how Michael Hyatt defines the word entrepreneur. So, you know, that really fascinated with me. And so, you know, also launched a software company, notable themes, where we actually created a WordPress theme company, a theme called the authority theme, which Ray, you know, you use on your website. And then, I also was able to recently launch an entrepreneur center in coworking space in my hometown in Columbia, Tennessee, because I felt this disconnect. I was teaching entrepreneurship online, and then I would kind of like step out of my office onto the streets of my small town, where all these people that I love and do life with, and they had no idea what I did online. I mean, they needed a lot of the same content, but they had no idea. So that's kind of, yeah.

Ray Edwards (11:50):

The fact that you opened a coworking space, I've thought about doing the same thing myself. What was interesting was the timing of that.

John Meese (11:56):

Yes. So that was what I didn't realize was really unusual or perhaps even some would say unfortunate timing. But I take everything in stride. So, I opened Cobra Columbia as it's called, which I'm standing in my office instead of Cobra Columbia right now. So, the courthouse is out the window in downtown Columbia, Tennessee, the mule capital of the world in case you're wondering, there aren't that many competitors, but here we are. So I opened on January 15th, 2020, we had a big grand opening, you know, fanfare, you know, over, I don't remember exactly how many people came through, but a lot of people came through. People signed up and became paying members. We had our first paying customers on the grand opening day, you know, giveaways and

prizes and followers. And 58 days later, we closed because of a little thing called the novel coronavirus, which, you know, there was this lockdown. And we actually had one of the very first confirmed cases in our county, they lived in the same it was the very first confirmed case in our county lived in the same household of our one and only employee.

Ray Edwards (12:57):

Wow.

John Meese (12:58):

And so, this was before anybody knew anything about COVID-19, except for that, it could kill people. And so, you know, here we get the call that she's like, "Um." You know, it was her future mother-in-law, and she had been staying with them, and she was like, "My mother-in-law has COVID-19," and we're just like, "Oh man." You know, what do we do? This is, you know, when this was all going on, it was just a couple days after this was the exact same week that the world health organization announced the COVID-19 was a global pandemic. Donald Trump declared a national emergency. And I got a phone call from our employee saying it's in my house. So, it was right here. So, we closed voluntarily for two weeks to like deep clean and, you know, get us just kind of like be super safe. And then we reopened after two weeks. And on the exact same day, we reopened, our state issued an executive order, closing all nonessential businesses, and we closed again four hours later.

Ray Edwards (13:51):

At that time, you were thinking that might be for how long that might be closed?

John Meese (13:55):

Yeah. Well, be the first time we thought, "Okay, two weeks, and then we're back." Right? And the second time it was a two-week executive order. So, we're like, "Okay, another two weeks. That's not great." But then it got extended another two weeks after that. So, in total, we were open from grand opening day to the day we closed was 58 days. I'm not sure if it's healthy that I went and counted, but I did. And then the number of days we were closed after that was 48 days. So, when we came, when we reopened after that, it just felt like, you know, it was a strange new world. I mean, almost everything downtown was closed, no one was leaving their homes, and we had a new coworking space. I remember calling our family physician when COVID-19 first started kind of entering the news to say like, "Okay, like tell me. What do you know? What should I do?" He said, "Well, one of the first things you should do is avoid shared workspaces."

Ray Edwards (14:41):

[Laughter].

John Meese (14:41):

[Laughter] And I'm sitting there like, "That's the wrong answer." So, you know, that was of a rough start, but what we did was we then look back to our mission statement,

which our mission statement for this company Cobra Columbia, doesn't say we exist so that you can have a cool office space you can come to and sit and work near people. It says: our mission is to help Columbia entrepreneurs build thriving businesses. And we looked at that, and we said, "Okay, the path to what that means is very different right now, but the mission is still there." And so, we actually worked with a local video producer and some local businesses to create a music video to the tune of it's like a dance video to the song from the Lego movie that says everything's not awesome. And so, we have this dance video featuring so many different business owners locally of like, everything's not awesome, but that doesn't mean that it's hopeless and bleak. That's like the core line there. So, we made this music video and locally went super viral. I mean, the mayor was like this close to ordering everyone to watch it and just post. We used that to launch a new training program called Rebuild, where we had recruited local business owners to join essentially a limited run coaching program that was heavily discounted. I mean, some people go to the program for free because we got local businesses that were doing well to sponsor it. And then, we got them to go through this training program of helping them reinvent and rebuild and pivot their business strategy. So, yeah, so I mean, that was actually in many ways, a springboard for really lighting a fire under that mission for entrepreneurs, which you've already alluded to my book. I mean, that was kind of going on at the same time. I had thrown out this idea of writing a book this year because I turn 30 next week actually on September 10th.

Ray Edwards (16:29):

Happy birthday.

John Meese (16:31):

Thank you. And I've always felt like writing is a craft that I care about. Books have had such a phenomenal impact on my life that I always knew I wanted to write a book, and I thought, "You know what? I bet you the year I turned 30 is the time to publish that." So, it actually started outlining a book at the beginning of the year before I'd ever heard of COVID-19, and it had some good principles in it, but I didn't quite have like the passion behind it. It was called like systemizeability, which, yes, I own systemizeability.com and not that anybody is competing. I mean, it's not really like, it's not a real word. But that was the start of it. But when COVID-19 hit, it became really clear to me that the specific marketing sales and finance systems that I've outlined in that book outline were kind of like nice ideas during a booming economy, but during a massive recession and a reset and a health crisis and an economic crisis, those same principles that I had outlined in that first book outline all of a sudden became the lifeblood of the answer, whether or not your business gets to survive. So, I reframed that, and then I wrote that book, and it's currently I'm with Morgan James, you know, preparing for our publication. So, the book is titled Survive and Thrive: How to Build a Profitable Business in Any Economy, Including This One.

Ray Edwards (17:51):

Why is this book so important right now?

John Meese (17:54):

Well, I think it's so important right now for a few reasons. One is that despite the fact that we have this sort of worship of the idea of an entrepreneur and culture today, especially in America, the entrepreneurship is actually at an all-time, not all the time, but it's at a dramatic decline compared to the last hundred years. I mean, we've seen massive startups really absorb a lot of media attention, a lot of financial backing, and individual entrepreneurs stepping on their own has actually declined year over year. And so, in the midst of that, we're facing an economic crisis that hurts everybody, but it hurts entrepreneurs pretty bad. I mean, I don't know if they're necessarily the worst off the group, but it hurts pretty bad, especially for small brick and mortar businesses who, you know, really supply a lot of the jobs in our world. And a lot of, not just the jobs, but the resources. Right? That we count on every day, the coffee, and the food, and the clothes. And so, there's this, all of a sudden, the world just got kind of reset. I mean, that's the term that economists are using now to refer to this crisis that it's the great reset. The world economic forum came out and officially called it that. That's what we're calling this crisis. This is the great reset where we've not just had a little of an economic boom. We've had a complete, like, turn it off and turn it back on kind of moment. And so, in coming out of that, as entrepreneurs, we need to not only inspire the, you know, 30 million or so, who's been recently promoted from employee to entrepreneur. We need to inspire them on what to do to create a business. But also, those of us who are already in business needs a clear plan for where to focus our attention, because we can't solve every problem, but what are the core problems that we need to solve in our business that really allow us to not just survive, but also thrive in the midst of crisis. And by doing so, make the world a better place. And so that's, I mean, that's my heart, that's my passion for this book.

Ray Edwards (19:41):

So, if an entrepreneur is listening right now saying, "Yeah, that's me. I need to know how to survive and how to thrive." What is like the top two or three things your book is going to give those people to help them achieve those goals?

John Meese (19:52):

Well, that's a good question. So, I think the first thing that it's going to help give you is an order of priority and where you should focus your time and attention. Because the reality is, you know, once you recognize that your job as an entrepreneur is to solve a problem for a profit, that means that the first part of your job is to solve problems. So, if you're waiting for the day when the problems disappear, they're going to be disappointed, right? We count on problems. That's why we exist as entrepreneurs are so we can solve problems. So that's just a mental shift. The first thing I would say is just to embrace the need to solve problems and embrace problems, as the reason why we get a chance to, you know, be entrepreneurs. That's just the mindset shift that you can make right now without reading the book. But where I go from there is to kind of explain which the most problem, most important problems to solve inside your core business. So, things like your marketing framework of like, "Who is your targeted customer? How are you actually reaching them?" So there is, you know, there is some walkthrough of the strategy of how to build a marketing funnel for your business, and how to actually use that, to sell products, how to boost your audience, how to boost your sales, but also keep a profit. Right? So, there's a whole section on the financial strategy that I think a lot of marketing books really leave out, or they're just like, you

can sell all kinds of things. They don't talk about the fact that it costs a lot of money to do that. You know what I'm talking about?

Ray Edwards (21:08):

Yeah, and sales-oriented trainers and teachers and authors tend to focus on the top line sales. And I've even heard some trainers say things like, "There's no problem your business has that more sales won't solve." And I'm like, "Oh, that's bad advice." Because there are some problems that are caused by more sales.

John Meese (21:21):

Yeah. And I've worked alongside and been inside of those businesses where more sales have not, you know, it's really just led to a lot more work. And so, so leading up to the book, you know, when I first outlined it, I knew when it had covered marketing sales and finance, and I had a framework within that, but I wanted to make sure this wasn't just my idea. So, I actually started an interview tour where I interviewed just in the process of creating the book. I recorded 25 interviews with different people, including yourself, Ray. You know, but different, the best and brightest minds in business, to really shore up some of the ideas that I had to add. Other insight that I wouldn't have thought to include and to really get clear on what does that survive and thrive action plan look like. And so, I got a chance to interview you, Michael Hyatt, Pat Flynn, Mike Michalowicz, Phillip Stutts, Rabbi Daniel Lapin. I mean, it's an amazing lineup. And so, I was really privileged to be able to do that. And while we're all stuck at home, everyone's kind of like wondering what to do. And I was like, "Well, would you share your own experience during this crisis in terms of what you're doing?" I got a lot of people to say yes.

Ray Edwards (22:27):

One of the things I love about your approach, John, and folks who don't know, you will get to know this very quickly as they read your book, is that you not only do you have an entrepreneurial, positive frame of mind and an approach to things, it takes that, the idea that it's a problem and turns it into a positive, but you also have a very pragmatic approach. And I love the fact that you don't stop with just cheerleading and raw. It's going to be great. You're an entrepreneur. You're going to help save the world, but you're like, and here are the practical steps you need to take so that you can actually do that and maintain your sanity and your balance in your work life. I won't call it a work-life balance your work-life mixture in a way that's healthy and nourishing to both your family and your business. I love that about you.

John Meese (23:05):

Well, thank you. I appreciate that. And what I've seen first-hand, my dad, but my parents are both entrepreneurs, right? I come from a family of they've never used the word entrepreneur to describe themselves, but you know, my dad's been a painting contractor for 40 years. I mean, that's just kind of like all these notes. I don't know that he's ever, maybe he had a W2 or a paycheck in his teens, but not in my life. So, in being close to that and seeing that growing up, I realized that it's not just about sales, right? Like business is more than that. And so, for me, I'm always trying to help people to build thriving businesses. And that word is very intentional because thriving implies

more than just profit, right? That's part of it. But I want a business that is enjoyable, that is effective and efficient. Now profit is a mix of two of those, right. When you generate profit, that is essentially a scorecard of how effective you are at getting in front of the right people and helping them solve their problems and selling your products and then how efficient you are at doing that and keeping money, right. You know, not just actually spending all the money that you just made.

Ray Edwards (24:08):

An important part of the equation is to keep some of the money.

John Meese (24:11):

Yes. So, efficacy and efficiency are how profit is calculated, but that leaves out this whole other really important thing of like, is it enjoyable? Like, are you going to spend your best energy and your best mental energy running your business and walk away from it, refreshed and refueled? Are you going to have a family that loves what you're doing and supports you along the way? I am an unabashed capitalist, but at the same time, I recognize that it's not just about money. Money is just a means to an end. So those, all three of those are for me, are nonnegotiable with businesses that it needs to be effective and needs to be efficient. And it needs to be enjoyable,

Ray Edwards (24:47):

Such an important set of distinctions. Well, I know the book is fantastic, just as high quality as I would expect from you. When can people get the book? How do they find out more about what, I'm sure you probably have a couple of extra-special somethings that are going to come along with the book for the people who are the first to buy it. Tell us about that.

John Meese (25:04):

Yes. So, to your credit, Ray, you were the first interview me about the book. And so, at this point in the process, we actually don't have the official publication date ready yet. I'll know that within the next couple of weeks, but I can tell you this. So, by the time this interview has gone live, I will have already launched the podcast, which is a collection of those interviews, which were all part of the book. So, you can go to surviveandthriveinterviews.com to listen to my interview with you, Ray, as well as any of the other guests. So that's the first step. And then, if you want to join the waiting list for the book, you can go to surviveandthrivebook.com. And I'm sure by the time you go to that page; you'll see a release date. It's just at this exact moment I don't have it. And surviveandthriveinterviews.com or just search "Survive and Thrive" in your podcast app to subscribe to that podcast and then surviveandthrivebook.com to join the waiting list for the book.

Ray Edwards (25:50):

I'm so excited you're releasing those interviews as a podcast because I can't wait to hear all the great minds, being that people you interviewed are like the who's who of this whole industry, this whole subject of entrepreneurial-ism building small businesses. And you know, I have this theory about what happened during coven. I

call it the COVID cover. What I mean is I think there were a lot of small business operators and entrepreneurs who are always operating on the edge. They weren't profitable, or they were mildly profitable. They're working their fingers to the bone, and they just got tired of it. And when COVID came along, I think a lot of them use it as cover to say, "Well pall that's it said I'm done. Pandemic hit, it was a tough time. It's a good time for me to back out gracefully without having to say it just wasn't working for me." And so, I think what that does is a couple of things. First of all, it makes it look like the pandemic had. I don't want to downplay anything bad that happened because of the virus. Cause it's a bad deal. My heart goes out to people who were affected by, which is all of us, some of us more directly than others. However, I will say that a lot of businesses that closed down, we're probably going to close anyway. And here's what it does for us that's good. It opens up space for those people to enjoy the life they wanted to have it anyway. And it opens up space for the rest of us to come in and serve like crazy, like never before, because people still have a need for restaurants, for coffee shops, for nail salons, for accounting firms, for all those kinds of businesses that did close down. There's new space for you; there's a new opportunity for you to come in and serve at a deep level, serve well with excellence and thrive during the coming new economy. Would you agree with that?

John Meese (27:14):

I would one hundred percent agree with that. I think there are some really exciting changes happening on the horizon. I'm not excited that we are experiencing a global pandemic, right? Like I'm not grateful for COVID-19 in that sense of the terms, because it's, you know, it's catastrophic to many people's lives, literally. And I've seen that you know, firsthand and secondhand. But what I am excited about still is, you know, like you alluded to earlier, I do try to focus on the positive and the pragmatic. And so, there is a health crisis out there, and there are a lot of health experts focusing on that, but there's also an economic crisis out there. And that's my job, right? I mean, my background is economics before I got into entrepreneurship. So, I try to focus on my job is to help with this entrepreneurial revival. And one of the things that really excites me about the changes happening right now is that, I mean, it's official now at least from some economic groups that we've officially ended, the age of information, the age of information is really where we've been since about 1968, you know, where unlimited access to all the facts in the world you could ever know, seemed like a really cool idea, right? And then we kind of realized that then you end up with a lot of aunt Susie's or Uncle Rick, who is on a chair somewhere with their smartphone, out reading an article. And they suddenly have an opinion that they believe is informed, but it's from one or two articles, and it's not actually, you know, it's not actually the best information out there on that topic. You know, we've all experienced this.

Ray Edwards (28:38):

What?

John Meese (28:38):

[Laughter] Weather, not just on COVID-19 and masks or whatever the topic is. I mean, you want to, if you're just kind of thinking out loud about how you should structure your business as an LLC, an S Corp, or a C Corp, I guarantee you there are three people

in the room who have an opinion, even though none of them are an accountant or attorney.

Ray Edwards (28:53):

Two, two words of advice, check your sources, and do deeper research than you think you need to.

John Meese (28:58):

Exactly. Well, so the new age we're moving into is they're being referred to as the age of insight. And so, it's where there's becoming this reckoning, and people are recognizing that what we need to do, it's not enough to just have the information you need to have insight. You need to have experience and wisdom that allows you to interpret the information. And so what that means for businesses like yours, Ray, and like mine is that this is a huge opportunity to lean into helping people who are helping real experts build authority so that they can share their insight with an audience that's hungry to know the truth, and so that's going to make the world a better place.

Ray Edwards (29:31):

I love that distinction and agree with it 100%. And you are now, in my mind, the world's first and only positive pragmatic economist.

John Meese (29:41):

[Laughter] Thank you, Ray. I'll take it.

Ray Edwards (29:42):

You heard it here first. Well, so once again, the address to find those interviews, which will lead you to all the info about the book is,

John Meese (29:49):

Surviveandthriveinterviews.com.

Ray Edwards (29:52):

And we'll have links to the book and the podcast, everything in the show notes for this podcast. John, thank you so much, and God bless you and your family. Talk to you soon.

John Meese (29:59):

Thank you.

Ray Edwards (30:00):

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can go to the easy one-click subscription link for free at RayEdwards.com/485, or just go straight to RayEdwardsPodcast.com. Until next time may you enjoy a long life, good health, and great prosperity. Peace to you and peace to your house.

Automated Speaker 2 (30:36):

Thank you for listening to the Ray Edwards Show.

Automated Speaker (30:38):

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Automated Speaker 2 (30:48):

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Automated Speaker (30:53):

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

[END OF AUDIO]