



## **Ray Edwards Show, Episode 486 Starting an Online Business Today**

Ray Edwards ([00:00](#)):

Ray Edwards show episode 486, starting an online business today.

Announcer ([00:09](#)):

The Ray Edwards show. This is the podcast for prosperity. With purpose.

Ray Edwards: Welcome back to the Ray Edward show. I've got big news. I'm super excited. I've missed having a cohost. So I've asked Chris, our resident tech wizard and audio expert, and also my brother to join me and hang out with me on the podcast. So welcome aboard.

Kris: Thank you for that. This is going to be fun. I do, however, have a couple of changes. I wanted to run past you here.

Ray: Already!?

Kris: Yeah. Well, I got some notes, so, I mean, do you want to talk about this now? Or should we do it after?

Ray: Oh no, let's go for it.

Kris: Okay. So, so sometimes, and please don't take offense to this. Sometimes you'll have a guest or a, you know, in the Sean days, you guys are talking about something that's super interesting, but not really specific to growing a business, right? It could fall into the change of the world category, but not so much the grow your business. So I thought, what if we took all those cool conversations you're going to hate this. We could do Ray's post podcast podcast where after the podcast, we delve deeper into those things

Ray: intriguing.

Kris: Okay. So I'll put that down as a no, I hate intriguing. I know what that means.

Ray: Well, I mean, maybe we get some listener feedback on some of these ideas.

Kris: Okay. That sucks. Cause they're all gonna be on your side cause your name's on the door, but we'll try that.

Ray: Denny Crane

Kris ([01:59](#)):

So the other thing, this show you made this show for entrepreneurs, right? I mean,

Ray: yes.

It, it motivates, it inspires. I think it would be cool. You know, kind of all Allah, the tip of the week. What if we had an entrepreneur of the week and this could be maybe a YouTube channel that has impressed you. Doesn't have to be anybody that you've met or I mean something that has impacted you like, Oh wow. This person is doing some great thing and I want to acknowledge them, Now. Certainly people could shoot you an email and say, Hey, check out my stuff. I think, I think you'll pick it. But, um, I think something like that will be cool at like an entrepreneurial spotlight.

Ray: I like that.

Kris: Okay. Then I'll put that down as a, maybe. Okay.

Ray: Just out of curiosity, what do I have to say for you to put it down as a yes.

Kris: Well, you have to say yes. Words have specific meanings, Ray. Someone taught me that. So if it's a good idea and you want to roll with it, you say yes.

Ray ([03:02](#)):

So entrepreneur of the week, I'm saying yes to,

Kris ([03:06](#)):

Okay, well, what is yours? You gotta like a person or a, well, obviously it's a person, but I mean, is it a channel? Is it a product? What is it?

Ray ([03:12](#)):

It's a person who runs a YouTube channel. It's Pat Flynn in the reason. I mean, I'm friends with Pat Flynn. People heard me talk about him before. So you're all, maybe not everybody, but a lot of people are going to say, well, of course you'd pick Pat. But the thing that I admire the most about Pat right now is the fact that when the lockdowns started back in March, he started doing a daily YouTube show, which he had not been doing previously for a long time He would sporadically post to YouTube. Then for a while he posted three times a week then for a

while, he's back to once a week or so. But now for over 200 days in a row, he's been doing this stream every morning. I think at eight o'clock Pacific time and answering people's questions and sharing what's going on in his life and his business. And he truly, I know this from behind the scenes. I mean, people will think, well, sure, he's doing this. He's promoting his business and himself. And of course he is, there's nothing wrong with that. But he truly started doing it and continues doing it because he wants to help and be of service to people. So for this week, Pat Flynn gets my vote for entrepreneur of the week.

Kris ([04:21](#)):

The person I want to acknowledge also a YouTube star. Although I think he should have a lot more people than he does. He is a guitar teacher and I have been through there there's there are a ton of great guitar teachers on YouTube, but this guy, I love his model. He's a value first guy, which I know you will enjoy. The channel is active melody. And the guy is a Brian. Somebody, I think he gives his last name, but I don't know it. And I don't know, I don't care. I don't want to like hang out with a guy. I just think his channel is the best guitar channel on YouTube. So when you go to one of Brian's videos, nine times out of 10, they start with a song that you're going to learn. And this is not like a, copywrited a piece of music that, that he will teach you. It's just some something he composes every week. And they're always great. And the first half of the song is great. But then if you are a premium member, you get the second half. And I went for a couple years without needing the second half. And then I finally broke down and spent the seven bucks a month. And um, if you have any interest in guitar, I would say, check out Active Melody.

Ray ([05:28](#)):

So here he is Active Melody. Provides original lesson material each week. He looks like a friendly guy.

Kris ([05:36](#)):

This has nothing to do with watching your business grow, but it is proven that music is good for the brain.

Ray ([05:44](#)):

You're right. His site's not specifically about growing your business, but I think it's extraordinarily useful for us to look at sites outside the grow your business niche if You will to see how successful marketers, companies, creators, and other entities that make money in some way, how they're marketing their business, using the internet. So I think this is very useful. And on top of that, you might decide you wanna learn how to play a few songs.

Kris ([06:15](#)):

Perfect. All right then. So there's one thing on my list. It's a was obviously a big success.

Ray: Cool. You're on a roll. What's next?

Kris: What's next? Do you want to jump into the normal stuff? Are you prepared for spiritual foundations?

Ray: Yes.

Announcer: Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

Ray ([06:39](#)):

Okay. So spiritual foundations this week for me is all about getting out from under what I'm calling the EMF dome. I just read a book which I'm going to talk about next in the tip of the week. And the book ties in with this quote. The quote's from John Eldridge. He says, sometimes we need a geography to usher our soul into spaciousness. And many of you know, John Eldridge, his name as the author of *wild at heart*, which is a wildly successful Christian book about getting back in touch with your was being a man being outside, camping, adventuring, journeying, those kinds of things. And John hosts retreats. I don't know if he's hosting any of these days, but in the past he hosted retreats in Colorado. I'm sure he will again, but um, this, this book and this quote is about getting out side the artificial world we create for ourselves, with our screens and our buildings and just getting into a geography, as he refers to it, whether that's the desert or the woods, or just to walk down your street, your neighborhood, where you can usher your soul into feeling spacious instead of feeling cramped. And I think lots of us these days might feel a wee bit cramped.

Kris ([07:59](#)):

We spend such a ridiculous amount of time in some form of a box, whether that box is a room or a car, whatever the case. Sometimes I try to imagine myself with only me, like just erase your environment and think of, of only you- try to picture one of your days. You're just in some, you know, dark space because you've erased everything around you. And how much of your time is sitting and staring at something?

Ray ([08:23](#)):

I saw somebody, I don't remember the artist's name. I wish I did. Some photographer had taken the photograph on a busy street, like in New York city and had photo-shopped out all the smartphones. So here are these hundreds of people on this crowded street, all staring vacantly into their empty hands. It was pretty freaking weird.

Announcer ([08:48](#)):

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

Ray: My tip of the week, not surprisingly is a book by John Eldridge called "Get Your Life Back- Everyday Practices For a World gone Mad". And in this book, he talks about a practical, simple, refreshing guide to taking your life back by practicing just a few simple things. What John calls graces, where you can begin to recover your soul. You can disentangle from all the tragedies and arguments and the hatred and the contention and the fear that's going on in the world. So if I'll just ask you a few questions, are you totally happy most of the time? Do you feel deeply loved? Are you excited about your future? How often do you feel lighthearted? If you're not comfortable with your answers to those questions, I really recommend this is a very short book, but it had a huge impact on me. It was actually recommended to me by Michael Hyatt who just told me this is one of the best books I've read in a long time.

And for him to say that is a big deal. And I agree with him, you should check it out. So again, the name of the book is "Get Your Life Back- Everyday Practices For a World gone Mad" it's by John Eldridge.

Announcer: And now our feature presentation.

Ray: So how do you reset your life? I think a lot of us are looking forward to putting 2020 behind us. Um, it's certainly given us lots to think about, I think all of us have sort of gotten a new perspective on what our blessings were 12 months ago and what they can be going

forward. And for a lot of people that I talk to, there's lots of discussion about, I want next year to be different. And I, I ask people when they say something like that, I ask them, so what do you want next year? And I get a lot, frankly, a lot of blank stares and eventually people will say, I want more simplicity. I want to spend less time focused on the news. I want to spend more time with my family. Uh, I want to spend less time working and I, I get this itchy feeling in the back of my head. That makes me think, okay, these all sound familiar. These sound like what people start thinking about when they talk about new year's resolutions. And I think we all have a perfect opportunity to not make resolutions, but to actually recreate our life the way we want it. And I think it's good to think about that. I recently had a shoulder surgery. My voice is still a little croaky actually from when I was in surgery. And they had, they give you that breathing tube when they put you out. So it left me as a bit of a scratchy voice, but having that shoulder surgery is a fantastic new reset for me (11:39): So soon as I get through the physical therapy, I'll be feeling vundebär. And I don't want to take that for granted. I want to get out and start hiking again, have more time to do that. I want to take long airplane rides and be grateful for my shoulder and I'm aching at the end of the ride. Let me just ask you, Kris, going forward, when things get back to as close to normal as they're going to be, or whenever we're into the next normal. I think when the elections are over, things are gonna settle down a bit. I hope let's assume that happens. Is there anything in your life you want to see different next year?

Kris (12:16):

Mine are the same as most people's. If you ask most people that question, they're going to give you something about finance and something about fitness. What do you think that's, that's probably the two most common.

Speaker 3 (12:27):

Ray: Yeah. And then quickly followed by relationships.

Kris (12:30):

My two things really only require one thing which is discipline, because I think that if you want a six pack, as in abs, not as in the beer, you know how to do that. You, you know what it takes to do that and you know, the commitment it takes. And, and I know not everybody, if you make a blanket statement, like everybody, you're going to get people that say, well, not everybody can have a six pack. I, okay. I know that, but most of us can be better. It's just, do you want it bad enough? And I think things, you know, business it's the same. A lot of us might know the things or we've, uh, you know, we've got a few heroes that we follow. And so it's not like it's a complete mystery, but it's the, you know, it's commitment and discipline. And so if I had my two things that I could be disciplined about, um, not for just the next 12 months, but forever, it would be a good physical fitness regimen.

And I would focus on, you know, I've got a little bit of a side business, but I would focus on doing the things it takes to get rid of a mortgage. That would be great. And people do this. I hear people on your show that a guy from last week was just turning 30. And I'm like, how you do all that. He's turning 30 and he's got a great business. But I, I know, I know that if I had the right things, if I have the right plan in front of me and I can commit to that, whether it's about my fitness or it's about my finances, you know, it's not a mystery, it's just a matter of, will you do it?

Ray (14:10):

I think the belief it takes to make that happen, starts with that very thing. Belief that's like, we're doing these. We've got, I think we've got one more of these workshops we're doing coming up. And I, I talked to each person before the workshop. And the reason I do that is I want to know what drives them to want to be building a business because these workshops are all about how to take the thing that you're good at. The thing that you love, that you're

passionate about and building it into a six-figure business, which I think anybody really is able to do. And people have a question now they're like, well in today's world, after what just happened and is still happening, I say, especially in today's world, because more people are online than ever before more people are spending more time online than ever before.

Going through content, learning new things, having meetings, doing business, this is a great time to take your expertise or your skill or your knowledge or your art or your craft and put that online. But I think it takes three very specific things to make that work. Number one, it takes intention. You have to know what you want, why you want it, and you have to have a plan to get it. Which I think is what you basically were just saying. So you gotta know what you want. You gotta know why you want it and have a plan for getting it. And that's intention. And then number two, you got to have focus. And I think this is something that we, a lot of us have a problem with because focus means you identify the key essential activities that will get you there, you schedule those and you obsessively ignore everything else. And I think that's where people get off the path.

Kris ([15:53](#)):

Would you mind if I tell you a little story, Ray?

Ray: please do.

Kris: So when I was around 10 years old, I was with mom in the summertime. So I was out of school having to do all of her errands with her and things. And we stopped at this building supply place, which I was so sad about because you know, what's going to be in there for kids. But to my amazement, there was this rack of toys. And I saw this little bird whistle thing. It was something that you, it was shaped like a bird, a little clear plastic bird, and you put water in it and you blow in it. And it sounds like a bird. And I remember thinking, wow, what a weird thing to make. I thought who would go to the store, looking for a water bird whistle thing, but then it hit me. You could pretty much make any weird thing you wanted. As long as you got it in front of enough eyes, as long as you distribute it enough, eventually you would sell out of it, which in the eighties was not very practical. But now any one of us has an audience of potentially billions of people. And I'm still excited by that. But getting focused, I think is harder than ever getting results is easier than ever. You just got to balance those two things.

Ray ([17:08](#)):

That is exactly right. And, and another layer of the distraction problem is let's say you want to sell your waterbird whistles. You get online, you start Googling a little bit and you find, Oh, there's 12 different waterbird whistle people out there. companies- and here's a, here's a person who has a course about how to make waterbird whistles and you spend all this time researching and no "time" creating. So you've also got, I believe you need to have a commitment in your focus times to creating, not consuming and too many people in the online business world are so caught up in consuming content from teachers of great marketing skills and tactics and techniques that they end up just consuming lots of marketing instruction, but never doing any marketing work to sell their stuff.

Kris ([17:59](#)):

Well, I definitely think there are people who are addicted to information, not really information that they need to take in because they're going to do something with it just because they enjoy learning. And I think it also goes for live events. I've seen, you know, familiar faces at your live events where people come and sure they, they learn something

during the talks, but I think they are there, you know, more for the environment. I think they just love the learning environment as opposed to just actually implementing what they learn.

Ray ([18:32](#)):

Yes. Yeah. I am. I'm glad you brought that up I want to camp on that for just a moment, because I've had a lot of questions from people saying, so you're doing these workshops and you're teaching people how to build a business from scratch and how to build, take the thing that they love and turn it into an actual business that they could possibly make six figures with. And you're showing them your business model. Why are you, why does everybody have to go through a personal interview with you? Is, are you selling them something else on that? Is it a sales pitch? It's the exact reverse of a sales pitch because I don't, especially in today's world. I don't want to have somebody invest, even though it's a very reasonable amount of money. It's very small amount of money in perspective. I don't want to have people give me that hard earned money of theirs, just for intellectual entertainment.

I want them to actually accomplish something. So I'm having those interviews to find out, are you committed? Are you ready to do the work? Are you going to be focused? Are you a positive thinker, a can do kind of person who can push through the inevitable roadblocks you can run into. And if you fit our culture, then I know you're going to fit in great with the group. We can work together. We can really help you. So it's really important and those are some of the qualities that we're looking for. And I want to get to this third point real quick. And we can, if we have other questions about the workshops, we can get to those. But the third important piece of the puzzle is giving yourself margin in your schedule. I know a lot of people in the online business world, who, especially when the pandemic locked everything down, went into overdrive and started working instead of 12 hours a day, start working 18 hours a day.

And I think that's a recipe for burnout and ill health and all kinds of relationship problems. It's not good. You gotta remember why you want your own business. It's not So you can become even better at being a workaholic so you can become even better at having a life. So under the margin category, you got to give yourself extra rest, some recreation, some time for reflection and if possible, to be in nature and certainly to be with your family and your friends. And as we become more and more able to get out and socialize again to yes, actually socialize and live life in the real world. So again, the three keys to a clean, good, positive reboot, whether you're starting a new business or not our intention, knowing what you want, why you want it and having a plan for getting it. Focus, which is identifying the essential activities that will get you there, schedule those and then obsessively, ignore everything else. And then margin, having time to rest, to recreate and to enjoy the company of other human beings.

Kris ([21:18](#)):

To remember why it is, you're doing the other two things.

Ray: Exactly.

Kris: When is your next six-figure group happening?

Ray ([21:26](#)):

That's November five through seven.

Kris ([21:29](#)):

It's online. Obviously you're not a sticking people in a little room together.

Ray ([21:33](#)):

Yeah. We thought that might not be a good idea right now. Um, so we did these in the past and charge \$5,000 a ticket for them. We always had a hundred percent satisfaction rate. People love them. They rave about them. And we decided because you don't have to buy an airline ticket, get a hotel, pay for the extra food and travel and worry about whether you're going to get sick or not. You don't have to deal with all those things. We would reduce the price. Cause it frankly costs us a lot less to put these on now. So the tuition is half what it was before, and we're only allowing eight people in each class. So the one coming up November five, we still have some spots available. As of the time of recording this, they may be gone by the time you hear it, but you'll have to get on the phone with me or on zoom. ([22:17](#)):

And we'll have a brief conversation and talk about your reasons for doing this and what you're trying to accomplish and make sure it's a good fit. Not just for us, but for you also make sure we're both going to be happy with it. And then come November five, we'll get together. And it's, it's not like a zoom call. We use zoom technology, but this is like being around a conference table and I'm working with each person giving them feedback. We're using the mastermind principle, letting other people contribute feedback and ideas. I'm helping you write your copy. And we, we map out a business plan and work through how you create content, how you do marketing. And we literally build the structure and the one year plan for getting your business moving and going forward. So you can step into this new life that you want.

Kris ([23:03](#)):

You're not making one big plan that everybody in the group follows. You're, you're dealing with the individual people.

Ray ([23:08](#)):

Yeah. It's everybody's individual business, their idea, their temperament, what kind of lifestyle they want to lead. So everybody's getting a customized version of this business model. It's not just one size fits all. And while it's not private, one on one time, you're getting lots of personal interaction with me. So it's just like, I mean, just imagine you came to my office. We sat down around the conference room table and we all sat together and started working on our plans, asking questions, getting feedback for three days. That's what we're doing.

Kris ([23:41](#)):

So how much of the input comes from you? I mean, there's, there's benefit having other entrepreneurs around this table, even though they have, you know, somebody might be, um, wanting to teach how to do ceramics online and somebody might have a brick and mortar coffee shop, but I know at a live event there's benefit just to having that kind of person. So I'm assuming that that translates well into the internet space.

Ray ([24:06](#)):

Absolutely. I mean, having these different people with us in the group benefits each individual tremendously, I believe that at least half the value of being at this workshop comes from the input you get from other people. And also from hearing the input, the other people receive. Cause a lot of times the best insight you'll have to building your new business will come from listening to somebody else talking about theirs.

Kris ([24:30](#)):

I don't know if I should do this or not. Cause I don't want to give anything away, but when you're doing your interview and it is you doing the interview, right? This is not like,

Ray: yes.

Kris: Okay. So when you're doing the interview, what is one thing that I could say that you would instantly know? Yeah. You're not the right person for this.

Ray ([24:50](#)):

You could start complaining about every attempt you've ever made at building a business and explain to me why it never works probably to your right. So see around, you could tell me that you're down to your last \$2,500 and if this doesn't work You're going to be homeless. And I will tell you, this is not the way to invest your \$2,500. Although I'm not recommending this, but I have had people who were in that situation who came to a workshop or something like this and used it to restart. I did not know that I strongly urge you not to do that, but you asked me a question. So I gave you an answer.

Kris ([25:27](#)):

Perfect. So, all right. And then, um, on the other hand, just from an interview you've actually had, has anybody said anything that, that blew you away and you thought you, you are going to be a superstar?

Ray ([25:43](#)):

Yeah, I've had there's there's just a Few people that come to mind that have said something along these lines that made me think I've got to have you come to this workshop. Um, cause this is going to be huge. I want to be a part of this story and that is something like this. I've already got a business that I've started or I've been doing maybe online, maybe offline, but I'm making a living at it or making a really great second income. And I'm hearing from more and more people who want to know more about it, but I don't know how to put it all together. I want to make the right investments, spend the right amount of time on the right thing. And I'm looking for just somebody to guide me, not to tell me specifically every little step I take, but give me a path to run on and get feedback from, from time to time, those people and theirs they're super positive. They have, look, I don't think you should be like always a positive, optimistic thinker cause bad things do happen. Refer back to 2020. But I mean, to me, optimism means making the best of what happens. Not believing the best will always happen because the best doesn't always happen, but we always have a choice to make the best of what does happen. So anything that indicates you're that kind of person is an automatic win for me.

Kris ([26:56](#)):

I went to a, well actually I didn't go to church. I, I, I watched church online and uh, the pastor was talking about, and you will know more about this than me. Um, but he was talking about when the, when the church, the way it got spread, it didn't start spreading until, uh, there were, there was persecution and people fled the area that they were in because they were scared for their lives. And when that scattering happened, that's when the church started to grow because it started spreading to more geographical areas. And he was saying, you know, with this pandemic, he just met with a lot of church leaders in Washington state and California people who were dealing, not just with the pandemic, but with the riots and fires. And he said, you know, that, that can, that could be a little bit of a downer obviously, but when you look at it and you see, 60% of your congregation is online now they're scattered. ([27:59](#)):The point was that in the midst of all this bad stuff, the church was still growing and maybe being scattered is actually a good thing. And it just kind of reframed everything. And I thought, Oh, you know, that's a, that's a different way of looking at it instead of this depressing, Oh man, we can't go sit in the pew together. Like we used to just to think about the possibilities of, you know, the audience, expanding people in different places, um,

spreading the gospel in this case. But there's usually a way to, to look at some kind of positive aspect of it.

Ray ([28:34](#)):

Yeah. I love that. I think that's absolutely true. I love it. And that's why I think we're seeing so many new businesses start or existing businesses kind of reformulate how they're doing things and they're seeing explosive growth because of that very phenomenon. And so your pastor seems like he's a pretty smart guy or he's reading a good book. One of the things,

Kris ([28:54](#)):

Well, one of the two, yeah. I saw a, um, a product on Amazon. Now I laughed at this cause you got to remember that before this pandemic, there were already germaphobes. There are already people who don't like to touch doorknobs and who wash their hands, you know, a hundred plus times a day. They're already where those people and I've feel bad for them because I assume this is their worst nightmare, but I saw a product on Amazon. It's like a multi tool for germaphobes. It opens door knobs, it presses elevator buttons, you know, that kind of thing. And I thought, wow, what a dumb thing that is, but it has several thousand great reviews. So what, you know, what do I know? Uh, somebody saw an opportunity in all of this, uh, chaos and I mean, they're not ripping people off.

Ray: No they're made those people happy.

Those people were like, thank God somebody finally made this. Yeah. So if you want to come hang out with us for this three day workshop in November and talk about and build and work on, flush out your business idea. I'd love to talk to you about that. And do we have a web link for that?

Kris: We do. It's [Rayedwards.com/6figures](http://Rayedwards.com/6figures). Oh, sorry. I should say the number six figures.

Ray: so like the digit, the numeral six figures.

Kris: Yes. And regardless of how well we explained that, I think I will, I will go now and create both the written version and the numerical version. Cause people will use both,

Ray: well, this was fun. We should do this again next week.

Kris: We should. And we should do it on time. It was late this week, but the streak is still intact. You've got to, I think this is 486. Is that right?

Ray: Yeah.

Kris: I should know. That's right. So 486 weeks in a row. That is discipline. Amen. All right. Show notes and all the links. Everything from how to make six figures in six months or less to waterbird whistles, you'll find it. [Rayedwards.com/486](http://Rayedwards.com/486).

Ray: I think we're done.

Announcer ([30:59](#)):

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