



## **Ray Edwards Show, Episode 499 How to Turn Every Business Problem Into Profit**

**Ray Edwards** ([00:01](#)):

Today, it is possible by making this one decision to transform every business problem you have into profit, even if the problem is you.

**Announcer** ([00:15](#)):

The Ray Edwards Show. This is the podcast for prosperity with purpose.

**Ray Edwards** ([00:23](#)):

This one is for the entrepreneurs who are weary, who are tired, who are longing for things to get back to normal, who possibly are coming out of the holidays, not rested and revived, but even more discouraged than when they started the holidays. Cause they couldn't rest and revive because they had problems to deal with. They had maybe cashflow problems, maybe inventory problems. Don't get me wrong. This is not what everyone is feeling right now. Some people are energized, excited, and on fire. Some people saw their revenues climb instead of fall in 2020. Some saw their profitability soar in 2020. We did. And it was also super difficult. I had some, I had some huge problems or gifts depending on how you choose to look at them. So I've got enough evidence to support either view. Either 2020 was the hardest year I ever had or 2020 was the best year ever had. I've chosen to look at it as the best year I've ever had. See my previous episode by a similar title, which I can't remember right now, so you just have to search for it in the archives. Go to [rayedwardspodcast.com](http://rayedwardspodcast.com). Regardless of where you fall on this scale, whether you think you're revived and ready to run, or whether you feel like you're beat-down and you don't know what to do next doesn't matter what your business problems might be. I'm going to give you some encouragement on this podcast that I think you're going to find helpful and useful, and it will refresh you and give you new hope.

**Announcer** ([01:48](#)):

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

**Ray Edwards** ([01:54](#)):

So let's start with spiritual foundations. And I just want to give you a caution right now. I want to caution you against something I see happening with some people that I know in the online world who are really making a lot of money right now. Who are really just killing it in terms of business, revenue and profits. It's really amazing and incredible to see what some people are accomplishing. And I applaud that. I also see some people in that same category who are sacrificing their quality of life and their health and their families in the name of hustling too

hard. You're not in competition with anybody. Don't kill yourself, making a killing. Let me repeat what I've said just a moment ago. You're not in competition with anyone you're not behind. You may look at what other people are doing and saying, well, they're doing all these different things. All these crazy things they're doing. I need to be doing a challenge. I need to be doing Instagram. I need to be doing, I need to be on clubhouse. What's clubhouse. I need to be on Tik Tok. I need to be doing reels. I need to be doing YouTube shorts. You could make a list that will drive you insane. If you're not doing everything everybody else is doing, but stop worrying about what everybody else is doing. You are not on their mission. You're on your mission and you know best what God's assigned to you to do. It's grace over grind, my friends, in the words of Shae Bynes. There's a link in the show notes to her site. You should check out that book if you haven't read it, *Grace Over Grind*. Let me just read to you from another book that you may be familiar with, The Bible. Matthew chapter 11 verses 28-30 in the message Translation reads like this. "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." That's Jesus, Matthew chapter 11 verses 28- 30 grace over grind.

**Announcer (04:10):**

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

**Ray Edwards (04:15):**

I've got three different tips for you this week. It's a bonus, not just a tip of the week, but three tips of the week. First check out Jennifer Allwood's podcast from last week. Episode 199 called, "Friend You Are Not Behind." Now, if you don't know Jennifer, she's an amazing entrepreneur. She's got an amazing book that she just recently wrote called *Fear is Not the Boss of You*. She works mainly with women entrepreneurs. That's her audience. But that doesn't matter because I learn from her every week. I'm part of her coaching group. I've read her book. I listen to her podcast. She's amazing. She's a woman of God. And she's got a really good episode about why you should not feel like you're behind everybody else. That phenomenon we were just talking about. It's what really inspired me to start thinking and talking about that. So check out on her podcast. There's a link in the show notes. The link is too long for me to give audibly. You'll you'll never remember it. Just go to the, my show notes sat rayedwards.com/499, and you can find a link to her podcast- or you can go to her website@jenniferallwood.com and click on podcast. The episode you're looking for is "Friend, You Are Not Behind." You will not be sorry that you checked out that resource if you do. So second tip of the week, check out the 30-days of hope challenge with my friend, Andy Mason. I should have told you about this earlier, but I did get behind on content production. And I didn't share this with you before the 1st of January, but you are not behind. You can still join the 30 days of hope challenge. And what this will do for you is give you more hope for your business. More hope for your life. More hope spiritually and well, Andy describes it better than I did. Let me just let Andy tell you what the 30 days of hope challenge is all about.

**Andy Mason (05:44):**

Are you ready to recalibrate your year with clarity and with confidence? My name is Andy Mason and 12 months ago I wrote a book called *Finding Hope in Crazy Times*. Literally, this is what has come out of my journal over the last four decades of hearing, of growing, of the learning to follow the voice of God, of hearing him and then navigating- changing continents with my family, of horrendous health challenges in my children, surviving wildfires around their house, and then the ups and downs of the year that we've all walked through with pandemics, with economic challenges, with changing cash flow. All of those ups and downs, the one thing that has anchored me is hearing the voice of God. When I hear his voice, it releases hope. It releases clarity. It releases confidence. It releases wisdom to know what to

do in any circumstance. So what we're doing for you is setting up a 30 day hope challenge for the month of January. I'm going to walk through one chapter of this book each day. It's literally 30 really short chapters. We're going to give you one chapter that per day of an audio book from that book, and then invite you into a zoom call every morning, weekdays 7:00-7:30 AM Pacific time. And we're going to unpack a story, the scripture, the application, and what you are going to do on a daily basis to recalibrate your life with hope that releases in you the clarity to know what to do, and then the confidence to do it.

**Ray Edwards (07:19):**

So check it out. The link is in the show notes, go to [Rayedwards.com/499](https://rayedwards.com/499), and you can find a link to Andy's 30 days of hope challenge. I encourage you to sign up for this. You will not be sorry. And third, our third tip of the week is would you like a shout out on this podcast? Now this idea I'm borrowing from my friend, Jennifer Allwood. I told you that I love her podcast. I listened to it. I'm in her coaching program. We know each other personally. We met in Toronto. I think that's where we met, at Stu McLaren's mastermind meeting. He has a high level mastermind for membership site owners, and Jennifer's part of that mastermind. And so that's where we met if I'm remembering correctly. Anyway, she's a fantastic woman of God. We've had her on the show before and she does this really cool thing where people a shout out and she prays over their business just for writing a review on the Apple podcast app. So just go to [rayedwardspodcast.com](https://rayedwardspodcast.com) and that'll take you to the Apple podcast link to our show. Be sure you let us know that you wrote a review and gave us a star rating. I just want an honest review and rating, and we will, we'll mention you. We'll give you a shout out and you can let us know for sure that you did that. So we can give you a shout out on the show by sending an email telling us you did that at [support@rayedwards.com](mailto:support@rayedwards.com). So go to [RayEdwardspodcast.com](https://RayEdwardspodcast.com) to give us a star rating and write us a review. And then let us know you did it by sending an email to [support@rayedwards.com](mailto:support@rayedwards.com). If that's confusing at all, you can just go to [rayedwards.com/499](https://rayedwards.com/499) for the show notes for today's episode, and that'll show you how to do what I just described.

**Ray Edwards (08:41):**

Here's a couple of our most recent reviews. I'm going to do a little bit of catch up and go back and get some of the ones that got earlier. I'd love to feature you next week. So make sure you write yours. This one is from Pixie app. It says "there is a way to lead with your heart and your passion" gave us a 5-Star rating. Thank you for that. God bless you. I learned about Ray's work through a mentor of mine, Jeffrey Gignac I think that's how you say Jeffrey's name. Mr. Gignac endorsement of Ray's way of living with massive purpose inspired me to subscribe. And I am now a big fan. Thank you, Pixie app so much. I pray that God will bless you and give you the insight, the wisdom and the revelation you need to succeed in your business, in your life to make the decisions you need to make in 2021. And also the same prayer for Trevor Oldham, who says of the podcast- He says, "looking to grow your business. I have found Ray's podcast a few months back and had been a listener since he's an excellent host who touches on topics, anyone who's looking to grow, their business needs to hear." Thank you so much for your kind words, Trevor. I appreciate that. Thank you for the five-star rating. And I pray for wisdom, revelation, insight, and peace over you, your business and your house in this coming year, 2021.

**Announcer (09:47):**

And now our feature presentation.

**Ray Edwards (09:50):**

And now on to our feature presentation. Is it possible by making one decision to transform every business problem into profit? Even if the problem is you. Yes, it is possible. The decision to make is this- decide to use cognitive reframing, to produce positive results from almost any situation. What is cognitive Reframing? It's a fancy word for how you think about the so-called problem. How you think about the problem is usually the actual problem you're facing now, because the thing you're calling the problem has already happened, right? You had a decline in sales, you had the government shut down your business. You had to close your doors. You had to start something new. You had to get a new job. You'd lost your old job. You maybe you got sick. You got COVID. I don't know what the problem is you're facing right now. I just have faced lots of them is for this past year. So I became familiar with most of them. I can tell you this, the way you think about the problem is usually the problem that you're facing right now. You've got to transform that thinking into something more profitable. So there are three transformations I want to give you to think about and not just think about, but use them and transform your problems into actual profit. Transformation number one is, turn your problem into wisdom, profit. You learn the lesson from this problem. You got smarter, you got wiser. You found ways to prepare ahead of time. You figured out something you could do that could prevent this from happening again. You at least know to be prepared for the possibility of this happening in the future. None of us saw what was going to happen with the pandemic coming. Well, very few of us. I think some people did see it, but very few people saw what was on the way. One year ago today, I did not think we were going to be in the situation we're in right now. I bet, can I get a good amen, you feel the same way. That's a valuable insight to have- to know that the only thing we can expect is the unexpected. Transformation number two, you can profit in terms of character. I know you have built character in this past year. If you're listening to this show, if you're an entrepreneur want to be, if you have a business or want to start one, if you want to figure out how to bring your spiritual life into your business life, into your work life. I know that over the last year, you've built character, perseverance, patience, faith you've with these questions, these issues, and I want to read you something from the book of James that may take on a whole new meaning for you right now. James wrote in the Bible, "count it all joy when you meet trials of various kinds. For you know that the testing of your faith produces steadfastness. And let steadfastness have its full effect that you may be perfect and complete lacking in nothing. If any of you lacks wisdom, let him ask God who gives generously to all without reproach and it will be given him" and her also.

**Ray Edwards (12:30):**

So think about that. James is saying, when you face these trials of various kinds, you know, your faith is being tested. It produces steadfastness in your faith. You decide I'm staying firm in my faith in Jesus in God. And I'm going to let that steadfastness have its full effect that I can become perfect complete. Or in other words, lacking in nothing. You are exactly where you are right now so that you can become the person God designed you to become. I believe that's true. I'm not asking you to accept that on faith, but I'm asking you to let that sink in and think about it. Transformation number three, you can ask transformative questions to reframe how you see the problem and turn it into actual profit-, like dollars profit either now or in the future. So here are the transformative questions. I have this in my Evernote file. It's my seven problem-solving questions. I say my seven problem-solving questions. I got these from Tony Robbins. It came right out of his book, Awaken the Giant Within. These questions have served me so well over the years. Question number one, what can I learn from this? Well, did you learn anything in 2020? I sure as heck did I got a PhD in problem solving. Problem transformation. What can I learn from this? The only way these questions are going to really help you, I believe is if you actually write the questions down and then write down the answers from a place of possibility where you feel like if I write these answers down, I'm actually going to find some answers that I did not expect. Some answers that will help me. Some answers that will transform this problem into profit for me. Not just in wisdom, not just

as an experience, not just in steadfastness, although that's enough, that's perfect, and you lack nothing at that point, but even transformed these problems into actual business dollars profits. What can I learn from this? Maybe you learned you need a bigger cash reserve in your business. Maybe you learned you can be more efficient. You can do things more streamlined. You can do things without so much travel. I think we all learned that this year. Question number two, what's great about this problem. And I know your inclination is the same as mine, probably, to say nothing is great about this problem. I wish this, I wish this had never happened, but it did happen. So it's real it's reality. And as Byron Katie says, when you argue with reality, you lose 100% of the time. So what's great about this problem. Well, here's some sample answers to that question. If you really are going to force yourself to answer it, you could answer.

**Ray Edwards (14:57):**

I'm just going to give some answers off the top of my head. What's great about this problem? Let's just look at the lockdowns from 2020. What's great about this problem? It forced me to spend more time with my family, my wife and my son, the people I love the most in the world. It forced me to spend more time in prayer in the presence of God, reading scripture and building my faith, building my awareness of God's presence and work in my life. These are some things that have been great about this problem. It caused us to become more streamlined in our business operations and operate more profitably. It showed us that we can have other people creating content and products and services in my business, not just me so that the business doesn't depend 100% on me. It's a sustainable organization that runs even if I'm not present for a while or ever again, those are some things that are great about this problem.

**Ray Edwards (15:46):**

Number three, what is not perfect yet? This is the third question you ask yourself, what is not perfect yet? The beautiful thing about this question is it has a preset position inside of it, which is that things could be perfect. What is not perfect yet? Well, I can't answer that for you, but I can tell you some sample answers might be well, it's not perfect yet because I don't have my business making as much revenue as I want it to make yet. I don't have the people on board that I want I'm on board yet. I need to do some travel, but we haven't been able to do that yet. The lockdowns have not been lifted yet. Those things may or may not happen. Those things may or may not be within your control. What's not perfect yet is we don't have exactly the right people on board yet. So we start looking for the right people. We don't have the right systems in place yet. So we start building the right systems. This question helps illuminate the things that you may need to work on to help perfect the situation. Question number four, What am I willing to do to make it the way I want it? Maybe you're willing to work less so that other people can exercise their gifts in your business. Maybe you're willing to give up things that you thought only you could do in your business because you've realized there are people in your business who could do them better than you and you'd be better served by focusing on the things that are your true giftings, your true zone of genius. What am I willing to do to make it the way I want? Maybe you're willing to make sales calls. Maybe you haven't done that in a long time. Maybe you're willing to buy advertising. You've never bought paid for advertising before but you're willing to do it now. Buy Facebook ads or Instagram ads. Maybe you're willing to do things you used to find scary, but now you have a new definition of scary. So you're not scared to do those things anymore. What am I willing to do to make it the way I want it? Question number five. What am I willing not to do to make it the way I want it? Like maybe you need to figure out that you're not willing to work 80 hours a week anymore. Some of my friends figured that out in the past year. They realized how crazy that was, how much it was eating them alive. How much it was destroying their family life, their psychology, their mental health, their physical health.

**Ray Edwards (17:41):**

What am I willing not to do to make it the way I want it? And maybe that changes your expectation of certain outcomes, or maybe it doesn't. Question number six. What does this make possible? So some of the things that have this whole situation of lockdowns and the pandemic has made possible for me over the past year makes possible for me right now, as we go forward, is it makes it possible for me to build a much stronger, happier, more productive, more profitable, more prosperous team in our business. It makes it possible for me to build a business with the help of others, for us to build the business. See I'm already having to still work on readjusting my language for us to build this business so that it produces more revenue and more profits for more people than just me and my family. It makes that possible. It makes us, it makes it possible for us to serve more people more deeply in a more meaningful way who are in a situation where we can be of more help to them now than ever before. It makes that possible. And number seven, question number seven. How can I enjoy the process? And for this, I had to wrestle with this a bit myself. I don't know why. It's my own psychology. I'm just letting you know what's going on in my own head right now. But I had to wrestle with how can I enjoy the process? Because sometimes it felt like I don't enjoy the process of this. I want to go back to the way things were before, but I don't. I don't want to go back to the way things were before, because the way things were before, were not as perfect as this moment. This moment is perfect as it is right now.

**Ray Edwards (18:59):**

And there are possibilities that are blossoming for us from the situation you find yourself in right now that were not present for you a year ago, six months ago, or even last week. And how can you enjoy this process? I can enjoy the process by enjoying watching people blossom as they're operating their gifts. I can enjoy the process by getting more involved with the successes of my customers and my clients. I can enjoy this process by realizing I can work less and make more. I can enjoy this process by understanding that by working less and making more, I'm more rested and I'm healthier. And I'm able to give more, which is the purpose of making more, is being able to give more. Yes, I like having a nice house. I like having a nice car. I like having electronic gadgets. To a point I've kind of saturated my gadget desires for, for the time being. What really satisfies me, what really helps me enjoy the process is being able to say yes, when people need help, be able to say yes, when the help comes in the form of money, money, doesn't solve every problem. But it is really great for the problems that only money solves. So that's one way I can enjoy the process. I can enjoy the process because I'm with my wife, Lynn, the love of my life. That's the most important thing for me. I can enjoy the process because I'm with my son, Sean. I can enjoy the process because I'm in the presence of God every day. I can enjoy the process because every day on earth is a gift. If you can answer these questions deeply, honestly, and from a place of authenticity to yourself, you can transform any problem into profit, decide to use this cognitive reframing, to produce positive results from almost any situation you find yourself in. How you think about the problem is usually the actual problem you are now facing. So change the way you think. I'd love to get your feedback on this episode, Kris, how do they do that?

**Kris Edwards (20:42):**

It's one of the easiest things you'll do all day. Just go to [Rayedwards.com/499](http://Rayedwards.com/499).

**Ray Edwards (20:48):**

Okay. Thank you, Kris. Until next time, may you enjoy long life, good health, great prosperity and peace for your business and for your house.

**Announcer** ([20:57](#)):

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