



## Ray Edwards Show, Episode 505 Get My Book For .99 Cents

**Announcer (00:01):**

Ray Edwards Show, episode 505. Get My Book For .99 Cents. The Ray Edwards Show. This is the podcast for prosperity- with purpose.

**Ray Edwards (00:17):**

Welcome to a special edition of the Ray Edwards show. This week I'm featuring an interview I did with someone else on their podcast. I got Dan Miller's permission to republish the interview he did with me about my new book that publishes this week called *Permission to Prosper*. So check out the entire Dan Miller 48 days podcast interview- now.

**Dan Miller (00:35):**

Ray, I consider it an honor today to have you here to discuss your new book *Permission to Prosper*.

**Ray Edwards (00:43):**

Thank you so much, Dan. I'm so happy and grateful to be speaking with you today.

**Dan Miller (00:48):**

Well, you know, this is a book that you've been talking about for quite some time. This isn't something where you just sat down in a cubicle and cranked out another manuscript. This is a part of your life. You, you, and I've been talking about this for years, but this really is a core message for you, correct?

**Ray Edwards (01:04):**

Yes. I feel as though this is a message that I was given that I received the, the words "permission to prosper" direct from my creator. I know that sounds a little far out, but that's what I have felt. And it's one of the reasons it's taken so long for me to get the book finished, because I really felt a stewardship to be certain that I was conveying the message that I was hearing. So I've taken quite a bit more time on this than any other project I've ever done. And I'm so pleased to be about, to deliver it to those who want and need it.

**Dan Miller (01:38):**

Wow. That's a pretty heady set up, that you believe you were given the message. Wow. I love that. And I love you taking ownership of that to pass that on. Well, the book is *Permission to*

Prosper. The subtitle is how to be rich beyond your wildest dreams. Again, that can be something that makes people cringe right out of the gate. You know that well, why do most people struggle with money, so?

**Ray Edwards (02:07):**

Well, of course, I certainly am not arrogant enough to think I know the answer for everybody, but I do believe that many of us in our modern day culture have been programmed with beliefs that we don't even know where they came from around the subject of money, wealth and possessions. And many of those beliefs are rooted in little, phrases "like money is the root of all evil", and of course you and I, I'm sure, both know that's not actually what that verse from the Bible says. It says for a love of money is the root of all kinds of evil. And if you dig a little deeper into the text- and no doubt about it, this book is written for Christians and people who've been raised in the Judeo Christian traditions, because even if you're not, if you don't currently consider yourself a religious or even a spiritual person. Whether you're aware of it or not much of our programming came out of that tradition and things like money being the root of all evil about not worshiping money, you can't serve both God and money is another phrase that comes allegedly from the Bible. Again, if you dig into what it actually says, it says you cannot serve both God and mammon. And in the context of what Jesus was talking about in that passage, he was saying, you have to worship God or your creator, not money, money in that context becomes an idol. And I think all of us can probably agree that worshiping or building your life solely around the pursuit of piling up money just for its own sake, is probably not going to lead to a satisfying and healthy and fulfilled life. So we have all this cultural programming has been fed to us by teachers, preachers, TV movies, um, much as the film industry and the book industry always portray the rich corporation or business owner as the evil heavy villain in the piece. And that gets into our subconscious. That makes us think maybe if I have money, I'm a bad person. And part of my mission, a core part of my mission is to let people know that's not true. We can be prosperous and be good at the same time.

**Dan Miller (04:13):**

Ooh, there you go. I have deep theological roots in this subject. Growing up, as my listeners know, the son of a pastor of a little Mennonite church. While being in that tight legalistic circle, we were pretty proud of the fact that, uh, we didn't have any money because we knew the dangers that would come with having money. And we frowned on those people who left the farming environment. As an example, go into town, looking for more money. Our challenge was just not to screw up too much here and then we'd go to heaven and everything would be fine there, but the idea of prospering or having a fine car or a nice house, or being able to be super generous was just not part of our theology. And I know that you address that in here. On the counterpart. I want you to talk a little bit about poverty because if we glorify poverty, I mean, what are some of the characteristics of poverty that imply more than just not having money?

**Ray Edwards (05:24):**

Well, I believe, and I think I backed this up pretty well in the book- One of the things I say in the book, there's a chapter entitled "Money Won't Make You Rich and Poverty Won't Make You Holy", and many of us have been sort of raised with the belief of if, for spiritual, for truly spiritual, we'll be poor. We'll take a vow of poverty. And I believe there are those who are called to lead a very simple life with not a lot of income or worldly possessions. I'm not one of those people, but I believe that people who are really in that spiritual groove and it's important to their work in the world, I believe that they are prosperous. Poverty and prosperity, I believe are not indicated by your bank balance or your net worth. I think it goes much deeper and it's much more pervasive than that being prosperous or being poor- living in poverty is about your spiritual, internal state. For those who are truly impoverished all the way to the core, the belief you have to hold is there's not enough for everybody to have what

they need and I'm not getting anywhere near what I need and I'm not going to. And for me to have more others have to have less. And so those who have more than me have somehow taken advantage of me and repressed me and stolen from me and those kinds of thoughts lead to more poverty and more separation and more despair in the world. And I believe that true prosperity, it includes money for those of us who want to set an intention and do the work. We can produce more prosperity in our lives. We can work and create things of value for other people. And the only way we can prosper in the longterm is by helping other people. Now you could, you could be a huckster, a con-artist and swindle people for a while, but I don't believe that lasts over a long period of time. You eventually will be found out for what you are or you'll pay the price in other ways. And my message is we were put here to prosper and some will say, well, what about the poor, Ray? There, there are poor people in the world. How could God allow people to be poor? And my question is, I think maybe God's question back to us would be, "how can you? I put you here was a mission of creating prosperity for you, for your family, for your customers, for the people who benefit from your work for those you do business with, for those whom you pay to. And then I actually believe that even if you don't believe all this spiritual stuff, if you're just in business, whether it's selling crafts on Etsy or you create a multi-million dollar corporation, if you're in business, you're already doing the good work of creating prosperity for more people than just yourself. Otherwise you couldn't be making money for yourself.

**Dan Miller (08:24):**

Well, you loaded that up with a whole lot of implications, there. One being poverty is not just the absence of money. And if we, if we talk to people, whether they be in Rwanda or Ethiopia or Venezuela or whatever, what poverty is, they talk about, you know, poverty is an empty heart. Poverty is not being able to make progress. It's isolation, no hope or belief in yourself. Those, those are the kind of things that people associate with poverty, so it usually is accompanied by hopelessness, fear, and as you mentioned so clearly the belief that life really offers meager options. There's not much here. That's a mindset. There's so much that goes with that in addition to no money in the bank. And then the counterpart to that is being prosperous means you believe in abundance. There's plenty for all of us. If I have a lot, it allows you to learn how to do the same- vice versa. So it's very, very different. And I love you un-pack- and that mindset that goes with the poverty or abundance prosperity kind of mindsets. Now you opened up in there. Well, the can I asked you about this what you call soul prosperity. You mentioned in your book, one of my favorite verses that being third, John two, where it says beloved, I pray that you may prosper in all things and being held just as your soul prospers and you haven't mentioned in there. And I was thrilled to see the word prosper appears 48 times in the Bible. So my favorite number there, it is 48 times the Bible mentions prosperity. But what is that? You, you already talked about a little bit, but what is that soul prosperity?

**Ray Edwards (10:05):**

Well, I think that's a deep question. We all need to dig into an answer for ourselves, but the fact that he said in that scripture, he says, even as your soul prospers, it often gets overlooked. But I think if you look at the way, the sentence is structured, it seems to imply that if your soul is not prospering, you may not experience the full prosperity in the other areas of life. So he talks about health. He talks about prosper in all things, which means that the last time I checked, it means all things, even as your soul prospers. And if your soul is not prospering, then what is happening. You have some kind of poverty of soul or poverty of spirit and an abundance of money will never compensate for a poverty of spirit. The more you try to heal that wound or fill that void with money, the more impoverished you become because true prosperity, my belief is it comes from inside, regardless of what the external circumstances are happening around us. We can suffer financial setbacks. Many people have recently in the recent months, they've suffered great financial setbacks. We can suffer health

setbacks, other people in this preset, I myself have dealt with a serious ongoing health condition for a long time. And it's been at times very difficult, but I know this- those external conditions do not determine my level of prosperity. My level of prosperity. In my particular case, your beliefs may, may be a little different than this, but in my particular case, my true prosperity comes from my creator who put me here for a purpose and who never abandons me. Who's always present with me. I'm always aware of his presence. And you know, Jesus said, the kingdom of God is within. That means it's within each of us. He said, seek first the Kingdom. The context was, he was talking about, don't worry about clothes and food and the things that you need for living because your father in heaven knows you need them. He says, seek first his kingdom and his righteousness and all these other things will be added to you. And that means that once this kingdom, first of all, what's the King's domain. It's, it's, it's the universe that we find ourselves. It's where you are right now. The kingdom is within and it says, seek his righteousness. So it's not about us like keeping some religious rules or living up to some impossible standard. It's the righteousness of the creator of the universe. And all these other things will be added to you. And some people like to argue about the kingdom being based on rules and regulations. The apostle Paul wrote the kingdom of God is not, does not consistent with what we eat and what we we drink is righteousness, peace and joy. And to me, if you have peace and joy and you have that sense of abundance and connection with your creator, you are prosperous regardless of any external circumstance.

**Dan Miller (12:53):**

I want to move into the area though, that most of us think about when we talk about prosperity and you address that head-on, it's not like we're avoiding that, or we're just going to somehow spiritualize this, well, you're prosperous if you know who God made you to be. You know, we want to really do lean into this area. What does it mean to be prosperous in 2021 in the United States of America? I have here in my office, a silver goblet that sets on top of a silver saucer. And every member of my mastermind has one of these. I see them when we're on our weekly calls and it's to remind us of symbolic, where this comes from, but there's a service in the Jewish culture called the Havdalah that happens in the evening of the Sabbath. The family is together. The father starts pouring wine into a goblet on top of a saucer- the only time it's on top of a saucer in Jewish culture- pours wine into that goblet until it's full. And he continues to pour and it overflows into the saucer, meaning symbolically, we're going to go into the workplace tomorrow and do what we do with such excellence, that it fills our cup, everything our family could possibly need. And we have then an abundance from which we can give generously. Now, a lot of people have taken have not kind of moved into that space. They think somehow it's more godly to have an empty cup. If I have something, I should feel guilty about it and I should give it away so that I don't have that anymore. How do you approach this concept of we serve best from a full cup in terms of financially?

**Ray Edwards (14:29):**

Yes. I look back to the early history in the Bible of God's interaction with humankind and Abraham often known as father Abraham, the father of faith for three great faith traditions in the world. He was- The scripture says that God made him rich in land and cattle and in silver and gold. And I don't think that the silver and gold was included as an afterthought or just a passing reference. I think it was put there on purpose. So we can look back even to the beginning and see that this was good in God's eyes, that Abraham prospered. And as we look down through the Christian tradition, we see that we are heirs to the promises of Abraham, which Abraham was promised prosperity. And you can't give what you don't have. You can't give freely of something you don't possess. So if we don't have prosperity, how can we help? Well, I'm not saying if you, if you don't have a lot of money, you can't help people. You can, you can help people. One-to-one, you can pray. You can do acts of service. And that is all high calling. And at the same time, it's also a high calling to be successful in business. And to make

lots of money, even if, let's say that you make lots of money and you don't have a plan to give to charity, but you just make lots of money and you have a nice home and a nice life for your family. You can't have those things. If you're not giving something of value to the people who are your customers and enriching their lives through your services and products. And by doing that, you can't do that without enriching the lives of your employees, your vendors, the people that you pay for the real estate space that you lease offices in, or that you bought the offices from the taxes that you pay. There's so many ways in which a big prosperous enterprise produces great wealth, not just for you, but for everybody who's involved or touched by it—right down to the person who cleans the bathrooms in the building. And that person has the choice to rise up and become an entrepreneur. Easy for me to say entrepreneurial leader in their own right, if they so choose. And that's where the choice is up to us each individually. And I looked at people like Dave Ramsey, is a great example of someone who has lived out this principle in real life. And people have talked about how much money he makes and how big his house is. And I just saw where he gave \$10 million to pay off people's debt. When there was no strings attached, there was no publicity stunts. There was no condition you had to meet. He just went in and found the debts and paid them off. And soon people are noticing your debts been paid off. That's the power of God in somebody's heart, working to service to serve other people, generously from a full overflowing cup.

**Dan Miller (16:53):**

All right, now that moves us into another area. I want to unpack with you that being, what do we use as our vehicle for generating financial prosperity? And you say in your book, business is the answer to poverty. Business is the means by which we abolish poverty, give people dignity and increase wealth. But when we buy into the propaganda, the business and prosperity are evil. We actually promote poverty and hinder God's purposes. Now you and I are both entrepreneurs, and what that means, I mean, when I see somebody who is in a traditional job and a lot of people are, and rightfully so, but, you know, they may get a three or 4% increase this year being a new year. And they're grateful for that. But when we move out of the traditional jobs, we really open the vault, so to speak in terms of possibilities, where somebody can create a course. I mean, this morning, somebody asked me about the possibilities. Can you really make money online? I said, well, you know, I did a little course over years ago on how to create your own mastermind. I put it out on Udemy, now we sell a lot of them on our site and through other sources, but we put it on Udemy, and I looked up just what my figures were from there. I've had 2,293 students go through that. So required of me a Friday morning to put that together, did the little videos. We put it out 2293 students. And what the average income that I get from that I'm right at \$88,000. That's a leverage that people perhaps weren't able to see even 20 years ago. If somebody is working on a farm, like my dad did, you didn't get that kind of upside. We milked the cows. We knew what we were going to get for that harvest the hay, the corn, the soybeans, you didn't get that kind of big bump at all. In today's world. We have opportunities to get those really big explosive increases in our income. What are the dangers and the opportunities in that?

**Ray Edwards (18:47):**

Well, as an entrepreneur, part of being an entrepreneur is you're taking a certain amount of risks. You have an idea, a concept of way of serving people, and you're gonna charge money for it. And you have to invest capital to make that happen. That's why it's called capitalism. And there's a risk you might not get your capital back, but your capital doesn't have to be a huge sum of money. It can be as an investment. You can invest lots of money to build a restaurant or a television network or spaceships like Elon Musk or electric cars, or your capital can be your intellectual capital, your ideas, your expertise, your wisdom, your knowledge. And we've given. We've been given such a great tool and opportunity with the internet to digitally distribute our knowledge, our wisdom, and our experience at virtually not, not completely, no cost. We have to like be able to get access to the internet and maybe pay \$8

for a domain name. There's some minimal cost to get started, but you can start for almost no money and put your knowledge on the market. Your expertise, your teaching ability, your ability, just your ability to encourage. There are people Dan, as you know, whose job is to just make other people feel good and they get paid millions of dollars to do that. Comedians, motivational speakers, actors, singers, just to make other people feel good. How can you possibly measure the limit of how good people want to feel? And we just look at people like there's a, there's a comedian named JP Sears. You've probably seen some of his funny stuff online. That's the guy who, who built a business on making funny videos. So it doesn't always have to be about how to make money or how to build a certain kind of, uh, system for raising your own farm foods or some deep, exotic expertise that you don't have. It could be something as simple as making people feel good, teaching people how to do a certain skill. Like if you don't know how to do spreadsheets, there's plenty of people who teach how to do spreadsheets and online courses and digital knowledge products that make a lot of money just teaching what they know.

**Dan Miller (20:31):**

So we know the door is really open in ways that it hasn't been before for us to make extraordinary amounts of money. So if we say, okay, Ray and Dan have made a lot of money, so they're going to help eliminate poverty by taking then half the money that they made and simply giving it to people that don't have any.

**Ray Edwards (20:51):**

No, I mean, if you want to do that, if you, if you're super generous and you've got all that you want and desire and need, and you feel like what would make me happiest is to take half my fortune and just give it away. Then I encourage you. I bless you and think that that's magnificent. I don't have any illusion that Dave Ramsey given away \$10 million Macy, he gave away half of what he owns. I don't believe that for a minute. And some people might say, well, he's so rich. It doesn't matter. Trust me, giving away \$10 million. It's still \$10 million. I think it takes a certain amount of guts to do that, to say, I'm just going to give this away with no direct expectation of return at all, except that I feel like this is what God wants me to do. I can't speak for Dave. I don't know exactly what motivated him, but I hallucinate that it was something like that. And so I feel like even if you'd never give away a single dollar to charity or directly to "poor people", you're still benefiting the poor by being in business because you benefit you yourself, your company, your family, your employees, their families, you're sending people to school. You're buying insurance which helps the insurance agents that sold you. The insurance you're paying for real estate. You're paying for carpeting for cleaning services. You're paying for things that you buy from vendors that pays for their lifestyle. Their living their education, their children's education, whatever charities they give to it has such a ripple effect. I don't think people understand or appreciate just as a business person who may be never gives a dollar away in charity, how much you're benefiting the world in society. You cannot- this is my core belief. You cannot prosper in a sustainable longterm way without automatically inherently prospering others in the process.

**Dan Miller (22:20):**

You kind of blew a hole in the old concept of giving back, which implies, okay, you've been taking forever. And now you're going to somehow reverse that and give back. You're saying that if you have an ethical business, you're giving back from day one.

**Ray Edwards (22:35):**

Yes. And I really don't like that phrase you giving back. I think I learned that from Rabbi Daniel Lapin

**Dan Miller (22:42):**

Ya, one of his pet peeves, for sure. Yeah. Actually there's a Jewish philosopher named Moses Maimonides, who ranked various acts of charitable giving. And he believed the highest form of giving was to put the recipient in business for himself, thus making them independent of charity. This idea that somehow we ought to penalize people who have made money by forcing that money to be redistributed to people who have none. All it does is perpetuate those people, having none, because we've done nothing to equip them to be self-sustaining.

**Ray Edwards (23:16):**

That's exactly right. 100% agree with that.

**Dan Miller (23:19):**

I was a poor farm kid. I somehow got ahold of the little audio recording, "The Strangest Secret" by Earl Nightingale, and I would listen to that over and over and over again. I thought, can I really change the projected direction of my life by changing what I think about? And the, the essential message of that recording is we become what we think about. How do we keep that from becoming a very selfish, egotistical kind of direction when, okay. I believe, you know, if I think about being rich or think about having a Mercedes in the driveway, I can just get that. How do we have this healthy balance between that becoming just a very personally obsessive desire, as opposed to utilizing the very best that God has given us to make an impact in the world?

**Ray Edwards (24:10):**

Well, I think it's in what we think about every day, all day long as the great Earl Nightingale said. And that means to me, I'm thinking about my customers and my, not just people who pay me, but also people who just listened to my podcast. Maybe they never buy anything from me. They never spend a dollar with me, but in everything I do my podcast, my YouTube videos in my products themselves, for those who are purchasing or buying products, including a book, I'm thinking about the person who's going to receive it and how am I going to benefit them at the highest level? How can I deliver my product at the highest level of excellence and how can it be constructed and built and delivered in such a way that it delivers prosperity to the recipient, regardless of what level they execute at. I want to give them the best I can in value so they can prosper as much as possible and nothing pleases me more. I do a lot of teaching and coaching in a mastermind with people and nothing pleases me more than for one of my students to exceed me in terms of how much money they make, how much success they have. I'm pleased with anyone who joins any of our programs or learns from us and any benefits they get from it. But I'm most pleased by the students who do better than me, because that tells me I've been serving them at the highest level possible. And that just means unlocking the Gates for them. What probably just mental gates- barriers they've constructed in their own mind, helping them dismantle some of those beliefs that are holding them back so they can go out and produce more prosperity for the rest of us to enjoy. And that's what the greatest entrepreneurs do. That's what Elon Musk has done. That's what Steve Jobs did. That's what Bill Gates has done. They provided all these doorways for us to enjoy these things we couldn't have dreamed of a hundred years ago.

**Dan Miller (25:34):**

Yeah. Your primary work. And what you're known for is your copywriting, and the application of that has been working with people like Mark Victor Hansen, Tony Robbins, and certainly lots of others to help them craft messages, whereby people are comfortable purchasing something that those people are offering. That can be seen as a very manipulative kind of thing, to somehow use hype and emotion, to force people into decisions they shouldn't have made. I

mean, how do you combat that in the normal work that you do, knowing that your work is designed to help these people make a lot of money?

**Ray Edwards (26:07):**

I think about it this way. I never will write or help construct a sales or marketing message for someone's product that I don't believe in first. And all the people you just named are people who I had learned from. And they had meant so much to me in my life, their work, their books, their audios, their programs, you yourself, before we knew each other personally, I listened to your podcast, I'd read your book and you'd done such great service for me that I would have written copy for you for free, just to help you grow your business. Because I felt you had given me so much already. And so for each of those individuals, it's been my privilege to work with them and help sell their products. Because I know the good they're doing for the people who enroll in their and benefit from their knowledge, their expertise and their services. So I'm always looking at selling, not as a manipulation- something that we do to people as the executor would say, it's not something you do to people is something you do for people.

**Dan Miller (26:55):**

Absolutely. Wow. I love that. I love how you framed that. Goodness. Well, when we talk about being prosperous, if we look around the world, you know, those of us who happen to live in the United States are pretty stinking prosperous. You substantiate in your book, that family median income in the United States is \$55,575. That puts us in the top 0.23% of the people in the entire world. Not in the top 1%, but in the top 0.23%. That's pretty astounding. When we think about that in terms of we're already prosperous. I mean people who are, who say, they're struggling and they've got the latest iPhone. You know, they got cable TV, they got a Lexis in the garage and the kids go to private school and they're going on a cruise. I mean, those things seem to be kind of natural expectations. This whole idea of being prosperous. I mean, at what point, even financially, do you think somebody should begin to feel like I'm prosperous.

**Ray Edwards (27:55):**

Frankly, Dan, I think if you woke up this morning and drew breath, I think you might want to consider the idea that you're rich beyond your wildest dreams. You're breathing the air that your creator provided for you. You're alive. You have the opportunity to make your day something different than yesterday was. And this is very intentional. The way I had subtitled the book, *How to be rich beyond your wildest dreams*, because I believe that for most of us, the truth is we are already rich beyond our wildest dreams. It amuses me. When I go to a church that's being legalistic about money and wanting to tell people that it's bad to have money. I haven't been to one of those churches in a long time, but when I heard those messages as a youth, it was to say, stop trying to get rich and to stay poor. And I've come to realize it's really thanks to Andy Stanley, who has a book called *How to be Rich*, and it's an intriguing title. When you read it, you realize what he's saying to you is what I say in this book. You're already rich. It's not how to get rich, how to be rich, how to understand the gifts you've been given and the responsibility you have to steward those gifts, because those gifts are not for us, they're for others. And if we let that flow, if we let that living water flow from us to others, we'll be prospered financially. Yes, there will be prospered spiritually as well, because we realize, look at the contributions I've been able to make in some humble way to other people's lives and look at some of the great things some of those people have accomplished. And I was a conduit. I got to play a part in that. That's to me, that's rich beyond my wildest dreams.

**Dan Miller (29:15):**

Oh wow. That's rich conversation there for sure. Hey, just a couple of other questions here. You know, a lot of times people feel that selling is somehow taking advantage of others. I mean, you and I both know people who are competent, people who have good products and services, and they cringe at the idea of having to sell those. I mean, how short-sighted is that in terms of how we can best serve people?

**Ray Edwards (29:42):**

Well, if you have anything that could benefit another person, whether it's in a small way or in a profound way in their lives and make their lives better, and you don't do everything within your power and within reason to convince them that you can help them. Why not? What's holding you back and more- let me just put it more clearly. What right do you have to provide them with the ability to make the best decision they could for themselves? If you have something that you truly believe in, you believe it will really help people. I think you have a responsibility to do whatever you can within your power to convince them and get them to invest so that their lives can be better. If you know, you can help them, why would you deprive them of that? Why would you hide that? I don't think that's very nice of you to do that. It'd be nice for you to sell them something that helps them.

**Dan Miller (30:25):**

I had a gentleman just this last week who is very competent guy, and he knows that he can help people with their mindset and moving forward, but he hates the idea of having to sell. And I said, eliminate selling from your vocabulary. How can you best serve people? If you really figure out how to serve people, it's going to have a natural exchange so they can move forward in their lives.

**Ray Edwards (30:49):**

The title of our page that sells our copywriting course. The headline says "Stop Selling and Start Serving."

**Dan Miller (30:55):**

Ah, beautiful, beautiful. Well, based on this then, Ray, what do you want your business to do this year?

**Ray Edwards (31:05):**

Well, how do you mean that question specifically? I want my business to prosper wildly? I want us to make, we have some very, very straightforward, very clear financial goals. We have a number of people we want to reach, and we want to reach people with this message that right, where you are right now, whatever your situation is, you can begin prospering more and seeing more prosperity in your life financially, mentally, physically, emotionally, in terms of your physical health, in all areas of life, in all things, even as your soul prospers. So at the deepest level, my hope, my prayer and my intention for my business is, we help people prosper at the soul level. So it shows up in every part of their lives.

**Dan Miller (31:44):**

Awesome. And let's say that your business prospers financially this year beyond anything you've ever experienced, how is that going to change your life? What will you do when that occurs?

**Ray Edwards (31:57):**

There are things I would buy, probably an invest in that I don't currently have, but I don't know what those things are because my real life, the joy that again comes from helping people and helping free people from the shackles of poverty thinking. So I see me doing more

of what we've been doing all along, which is spreading this message, teaching, connecting with people. I, one thing I deeply desired this year is to go travel and be face-to-face with human beings. Again, uh, outside the few people that we've been associated with because of social distancing and all those things I said before, this is something that's changed for me a lot. In the last few months, I used to say, I'm an introvert. I realized that that's not true. That's an illusion. That's a, that was a limiting belief I had. I miss being with people so much, I realized that so much that came from being at live events, going to church services, being with groups of people, enjoying their company, breaking bread, together, having meals together. Um, so I intend to do more of that as we prosper and we're already prospering. We'll continue to prosper. And I, I don't think I'm fundamentally gonna change anything in my life. What else?

**Dan Miller (32:56):**

Speaking of travel, I wanna see, I wanna see you get that airplane I know you've got in your sights.

**Ray Edwards (33:01):**

I've got, I've got the airplane sitting back here on the, on the shelf. It's out of view of the camera right now, but I look at it every day.

**Dan Miller (33:07):**

I love it. Well, let's say that somebody is just starting out- I mean I work with a lot of people who are just coming into the workplace, trying to figure out what, what careers they're going to pursue, what they're going to, you know? What advice do you have for somebody who's really looking for a way to fulfill their godly purpose?

**Ray Edwards (33:22):**

Well, I would prayerfully approach fulfilling my godly purpose by thinking about what value can I bring to the world? And what do I love most? There's a book I recommend is called 48 Days To The Work You Love, and I really recommend you take a look at that because it's, it's foundational to figure out what it is you do love. And of course, we talked somewhat about this subject in my book, *Permission to Prosper*- there's toward the end of the book I talk about becoming an entrepreneur and being a business person and being in business and the different kinds of businesses that are available. And in fact, people who purchase the book have an opportunity to enroll in a free course. We have available for those who buy the book, they get the free audio version of the book and they get a free mini course, helping them walk them through the process of what is it that I want to create and put into the world that will create more value and that'll create more prosperity for me and the people that I'm able to help. So we have some guidelines for that, and it's available to people who invest in the book.

**Dan Miller (34:08):**

Well, beautiful. Well, that's a great place to wrap up *Permission to Prosperous* the book, subtitled, *How to Be Rich Beyond Your Wildest Dreams*. If you go to [permissiontoprosper.com](http://permissiontoprosper.com) you'll have an opportunity there to get more details about the book, get some bonus content you'll be able to get not only the printed book, but a free copy of the audio done by Ray as well. So again, [permissiontoprosper.com](http://permissiontoprosper.com). Ray, thanks so much for spending this time with us. I love unpacking. I don't often have a guest on my podcast, but I so wanted to unpack the content here cause it so ties in with a message that I want to share with people as well. So, Hey, I pray above all that thou may as prosper in all things and be in health even as your soul prospers.

**Ray Edwards** ([34:52](#)):

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**Announcer** ([35:20](#)):

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