



## **Ray Edwards Show, Episode 510 The Common Path to Uncommon Success- With John Lee Dumas**

**Announcer** ([00:04](#)):

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

**Kris Edwards** ([00:11](#)):

Welcome to the Ray Edwards show episode 510. This week, Ray is talking to the incredible John Lee Dumas. Let me set this up just a little bit. Imagine if you could sit down for one-on-one conversations with over 3000 successful entrepreneurs and just say, "Hey, how'd you get here?" That's what John Lee Dumas has done. And Ray is loving his new book. I've not seen it yet. You can pre-order it. We'll get you all linked up at the end of the episode. But before we jump in, I should remind you that The Copywriting Academy Live is coming up April 7th through the 9th. If you plan on ever selling something to someone at some time, you need the copywriting Academy live. I mean, this is the same course that has cranked out some high-dollar copywriters, some who freelance, write for other people, and plenty who just used the skills to sell their own stuff. Doesn't matter which camp you're part of The Copywriting Academy Live will teach you how to reach your people and how to get more sales more often. Want to learn? Well, visit [trainwithray.com](http://trainwithray.com). If you're lucky enough to happen to be listening to this podcast before 11:59 PM on the 23rd, which is Tuesday, you can still get that \$197 price. This is for the same event that normally costs \$2,000. And normally you have to do some traveling this year for obvious reasons. We're doing it virtually, but the experience and the information just as valuable don't miss out on a great opportunity. Visit [trainwithray.com](http://trainwithray.com).

**Announcer** ([01:34](#)):

And now, our feature presentation.

**Ray Edwards** ([01:35](#)):

Ladies and gentlemen, I am so excited about today's podcast. John Lee Dumas, you've heard him on here before. He's the founder and host of the award-winning podcast Entrepreneurs on Fire, with over 1 million monthly listeners and seven figures of annual revenue, JLD is spreading entrepreneurial fire on a global scale. And we need, now more than ever his first traditionally published book, meaning through a real honest to God, publisher is called the Common Path to Uncommon Success. It's available for pre-order actually at the time you hear this, it may be available for order. It doesn't matter one way or the other. You need to get this book. This book is outstanding. I'm holding it up right now. It is one of the, if not the best book on becoming an entrepreneur, following your entrepreneurial path, charting your destiny

and helping fix the world. That's how I feel. Ladies and gentlemen, my good friend, John Lee Dumas.

**John Lee Dumas (02:38):**

Ray, I've told you this before, but you have one of the best voices for podcasts and you always have, and every time I get on here, I'm just like, man, there's one thing I could I could just change about me, it would be to have a voice more like Ray Edwards.

**Ray Edwards (02:53):**

Oh my God. Well, thank you for that. I would not change a thing about you. I love you just the way you are. Thank you so much. I know you're, you're in demand for so many interviews because of this book. I really appreciate you spending the time with me and my listeners to talk about the book. And I feel like a good place to start is right now, my feeling is a lot of people want to start a business, or maybe they've been running a business and they've had some challenges and they feel like they're going to fail, or they are failing many of them. Why? Why are so many entrepreneurs? Why is the failure rates so high?

**John Lee Dumas (03:27):**

Listen, The one thing that we talked about before we even started this episode today was I said, Ray, you are the best guy in copy that I know. Like you just have a way with words away with writing. You always have. You've had massive success as a result. And that's the reason why most people fail. Not because they're not great at writing or copy like Ray is, is because they haven't done what Ray's done, which is identify their personal big idea. Like Ray identified what his zone of fire is, what his big idea was many, many years ago, and has been crushing it ever since. And so many people, Ray, are going to die in this world. They will literally die without ever having identified their big idea. And that's a sad thing because what we need more of is people living within their zone of fire. Like you do. Like I do like most of the 3000 entrepreneurs I've interviewed, do we need more people doing that- living in their zone of fire. And we need less people waking up, you know, doing something they don't enjoy doing or something they're not good at doing or something that makes them unhappy. And frankly, what most entrepreneurs do when they first start off is they just say, Oh, look what Ray's doing, look what John's doing, look what person X, Y, or Z is doing. And then they become a pale, weak imitation of those entrepreneurs. And there's one thing this world doesn't need nor want, that's pale, weak imitations of other people. Because guess what. You Mr. Or Mrs. Listener, you are a special, unique snowflake of an individual. And within you, you have your big idea. Not Ray's big idea, not my big idea. You have your big idea and it's time for potentially the first time in your life to identify that big idea and to start living every single day in your zone of fire, because that's where you will thrive.

**Ray Edwards (05:18):**

This. I think this is going to make you smile. I love that you talk about the zone of fire. I have a sign on my wall that says, be who God meant you to be. And you will set the world on fire- St. Catherine.

**John Lee Dumas (05:31):**

I love that quote. I need that quote on my wall.

**Ray Edwards (05:34):**

I'm telling you, I mean, this is, this is so important. And I think a lot of people, well, let me just ask you, do most people know how to identify their zone of fire?

**John Lee Dumas (05:46):**

No, they don't. They don't, A -know how to and B- they never sit down with the tools necessary to actually identify that big idea. And by the way, it's not rocket science. It's not trigonometry. It's literally a quite simple step-by-step process that does take time. That does take energy. That does take mental bandwidth. So of course your brain wants to avoid all types of mental bandwidth. So that does make it difficult, but it's there for you, if you just sit down and look within. But you know what? It's hard this day and age to get people to sit down, Ray. It's hard for people to sit down without this thing, you know, completely consuming them. Like, have you ever been in a restaurant and seen somebody get up to go to the bathroom and that person at the table not immediately reach for their phone and get, go to town on it, or somebody at the beach, you know, just laying there, not on their phone or somebody where, I mean, it's just a world that we live in now. And I'm not saying your phone's a bad thing, but it's just, we're never just sitting down and thinking. We're never just sitting down and going introspective, meditating, thinking, you know, observing, like we've lost that skill in the world. And that's sad because that skill is amazing. That skill is what's allowed me to observe an opportunity to launch entrepreneurs on fire a decade ago, interview 3000 of the world's most successful entrepreneurs a decade ago, made me a multimillionaire eight times over now for eight years in a row, a decade ago, having that opportunity. And I just need more people doing that.

**Ray Edwards (07:15):**

So is it just that we need to sit down, get introspective, figure out what our personal big idea is. And then the world just falls at our feet. If we have our big idea, are we set to go?

**John Lee Dumas (07:27):**

I mean, listen, there is a process to get to your big idea. So there is a step-by-step exercise that you can should be following, but this is the problem, you know, when people do to their big idea, to your point, Ray, they're just like, Oh wow, I've got my big idea. It's an exciting time. And they want to just go off and conquer the world now. Well, there's a reason why the book that I wrote is a 17 step roadmap to financial freedom and fulfillment. It's not a one-step roadmap. It's not identify your big idea and crush it. It's identify your big idea. Step one, and then follow the 16 other steps specifically. Step two, once you have your big idea, guess what? That is an idea that other people have, the other people are crushing. Other people are dominating. Do you want to just go in and get slaughtered like a little lamb or do you want to go on to step two and say, I need to discover a niche. I need to find a void that's not being filled within this big idea. I need to see a problem that needs to be solved within this big idea that I can become the best solution to. So stepping back real quick, Ray, my big idea 10 years ago was a podcast. I want to launch a podcast. I would have gotten slaughtered following that big idea. So I niched down to a business podcast. Okay. There's 300. I would've gotten slaughtered again. That's just too much competition for me who were about to launch a crappy daily pod, you know, a crappy podcast in the business space. And then I niched down a third time and said, okay, what about a business podcast that interviews entrepreneurs? I said, okay, well now we're getting interesting because there's only seven of those, but do I want to be the eighth best podcast interviewing entrepreneurs? No, thanks. Nobody wants the eighth best. So I said, what do I have to do to become the best? What problem do I have to solve that these podcasts aren't solving to become the best? And the answer was well, they were all doing once a week. I wanted to do every single day. So I said, I'm going to be different on the quantity side of things, they're going to release four per month. I'm going to release 30 episodes per month. So they're going to be higher quality, better interviewers, overall better shows than me, but I'm going to have 10X, the content. I'm going to be putting in the reps. I'm going to be the only podcast that's available for those people like myself, by the way, that wanted to listen to a show every single day with an inspiring entrepreneur, a fresh new episode waiting for them. So that's what I did. I launched the first daily podcast

interviewing entrepreneurs, which what did that mean, Ray? The date, the first day that I launched it, it was the best daily podcast interviewing entrepreneurs. It was the worst daily podcast interviewing entrepreneurs. It was the only daily podcast interviewing entrepreneurs. And I won because I was the only. I won W O N because I was the only and that's the key. I became the best solution to a real problem.

**Ray Edwards (10:27):**

Love it. Now I want to back up a step and look at the title of your book because the title is *The Common Path to Uncommon Success*. Is there a common path? And obviously you think so, you wouldn't have titled it that. What is the common path?

**John Lee Dumas (10:45):**

100%. There's a common path. Listen, I've interviewed over 3000 of the world's most successful entrepreneurs over the past decade. And I sat down to write this book, Ray, and the first thing that I did was download from all those conversations, all those thousands of hours of chatting and learning from these amazing entrepreneurs, yourself included, like what are the core foundational principles that all successful entrepreneurs share with each other? What are those core foundational principles? And when I boiled it down and I cut out the fat and I combined the similar ones, I was left with 17 core foundational principles that led you to financial freedom and fulfillment. And I said, this is a roadmap. I'm going to put this in a chronological order. Step one, to step 17. I'm going to write 17 chapters of this roadmap, taking people every step, along the path in the chronological order, they need to be going to get to their version of uncommon success, to get to their version of financial freedom and fulfillment. That's the book I sat down to write. But Ray, I want to be very clear. I called the book *The Common Path to Uncommon Success* because you're a smart guy, Ray, but listen, you're not a rocket scientist. I am not actually even a smart, that smart of a guy. I'm actually kind of a dumb army veteran, but I learn and I apply things and I've got uncommon success in my current life right now. Now, how did I get to that uncommon success? How to Ray get to that uncommon success? How did the 3000 guests that I interviewed get to their version of uncommon success? They followed this roadmap period and the story. Ray, you can just look at this table of contents. You're going to be like, yup, that's what I did because that's what you did. This book is from you. It's from Tony Robbins, it's from Gary Vaynerchuk.

**(12:31):**

It's from the successful entrepreneurs on the roadmap that they took to get to their version of uncommon success. But before you move on, brother, it's called the common path. Do not mistake the word common with easy. This is a hard path. So if you're not willing to work hard, do not buy this book, do not pass go. Do not collect \$200. And by the way, you're listening to Ray Edwards' podcast. So that does not qualify for you. I wouldn't be spending my time here talking to an audience that I knew wasn't action takers. You guys are action takers. You love Ray for a reason. He provides amazing content, and you know you're going to get great valuable content here, but listen, this is still going to be hard work for you. It's 71,000 words is 273 pages. It's 17 steps to get the financial freedom and fulfillment, but you know what else is hard, Ray? Because it's hard to build your dream business. It really is hard, but you know what else is hard is being broke is living paycheck to paycheck is waking up in the morning and looking in the mirror and saying, I'm disappointed because I'm not achieving what I'm potential of achieving. My potential is not being fulfilled. That's a hard choice, too. And I'm speaking from experience because I lived six years in that struggle, six years where I was not successful, where I was like broke, living paycheck to paycheck. And then it was 2012 and I had a choice to make, I said, am I going to take the path that's going to be a hard path to build my business? Or am I going to take the hard path of continuing to be broke, unsuccessful, unfulfilled, unhappy? Both paths were hard, Ray, I chose my hard.

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

Mm, love that. And I just, I feel it's important to recognize that there are many books that claim to give people a roadmap, to building a successful business. And many of them have good content and good ideas. But I don't know of anyone, anyone who's interviewed over 3000 successful entrepreneurs to bring all that data and those stories together and analyze what are the common steps that all of these 3000 entrepreneurs share that allow them to become successful at an uncommon level. So I personally don't feel it's hyperbole for me to say, I can't think of anybody more qualified to write this book than you.

**John Lee Dumas (15:03):**

Ray, coming from you, brother, I've looked up to you, I've admired you for a long time, and I'm honored to be able to call you a friend at the different events we've been able to hang out at. So your opinion means a lot. And I know you're the kind of guy that just doesn't say things to say things. That's why your audience loves you. So thank you for that.

**Ray Edwards (15:19):**

And I did have the experience of reading the table of contents and saying, yep, that's what I did. That's me. But as I, as I dig in and am reading the book, I, I realize the depth of what you've put together here, the level of work, I think it's not an unimportant. Let me reverse that, make that easier to understand. It's important for people to understand even the, the touch, the significance of the fact that you've been published by a traditional publisher. Some people would say, quote, a real publisher. And the reason I think it's important to recognize that is because it means that there's been a, on a larger scale, a bigger commitment to this book. Belief in this book, by people at the highest levels of publishing who have access to the distribution channels that allow this to get out to the world. And I think it's important to recognize the importance, the significance of that. And it's important to recognize that now more than any time in our lifetimes, it's vital that everybody step up to the level of their potential, at bringing value to the rest of the world. And you don't do that by taking the easy road.

**John Lee Dumas (16:43):**

I love that. I love that, brother.

**Ray Edwards (16:45):**

It seems to me so many people are in a place of unrest, of dissatisfaction right now. What is the common element that we all want? What do people really want to achieve in their lives, do you think?

**John Lee Dumas (16:59):**

So at the surface level, we all want different things and that's great. That's what makes us human beings. We all have different hobbies. We all have different passions. We all have different things that get us up in the morning. That's what makes this world a variety. That's what makes this world a special, cool, unique, different place. But when you really boil it down to the core of what a human being wants, it can really be boiled down to these three things. And John, Maxwell's the first person that I know of to really call this out. But this has been something that has been true since the Dawn of time. We want to wake up every morning and we want to be able to do what we want to do, where we want to do it with whom we want to do it with. If we have those three things that we can honestly look in the mirror, when we wake in the morning and you say, "you know what, today I'm going to do what want to do, and I'm doing it where I want to do it. And I'm doing it with whom I want to do it with." That's at the core of what people want. That is success. That is freedom. And if you have that as a human being, you have truly achieved uncommon success.

**Ray Edwards (18:05):**

Well said, I know that everything you do is excellent, then times 10. So tell me, as you release this book, what special plans do you have in place that are gonna make people say, not just, I think I want to get that book by John Lee Dumas, but they're going to make them say, I'm buying the book and this is going to change my life. What's happening?

**John Lee Dumas (18:31):**

So this is what's happening. I mean, listen, my name is John Lee Dumas. This name meant nothing 10 years ago because I had not created anything of value 10 years ago. But over the past decade, I have busted my butt. I've created immense value for this world, through my podcast. I've created a multi-million dollar a year business. In fact, we just hit our 91st month in a row with a net profit of over a hundred thousand dollars, 91 months in a row, sometimes much more but never less. So I've built a very successful, thriving, influential business in a decade. So a lot of people as Tony Robbins would say overestimate what they can do in a year, but they underestimate what they can do in a decade. And I would absolutely say that's true. And a decade is laying out here before you now, and you have a choice. Do you want to make the decision that I made, which was a hard choice to build my dream business? Or do you want to make the hard decision to live the life you're still living right now, which is one that's, if you're listening to this and you're looking to learn and educate and improve yourself, you know, likely you want more, you want more success, you want more fulfillment, you want more freedom in your life. And it's a hard choice. I get it. But man, do I wish, Ray, that I had this roadmap back in 2012, because this would have saved me a lot of heartache, a lot of missteps, a lot of mistakes. I still would have had failures. We all have failures, but like this would have saved me from a lot of disasters that could be avoided. And by the way I say this, like not because this is my genius. This is not coming from my brain. This is coming from the 3000 successful entrepreneurs that I've interviewed over the past decade. And I put it into the 17-step roadmap that is now here for you that will get you on a very common path to your version of uncommon success. That will get you in 17 steps to your version of financial freedom and fulfillment. It will, this is what this book will do for you. If you're willing to put in the work and work hard, if you choose your hard and that hard is, I'm going to follow this 17-step roadmap. So this book Ray's, been endorsed by Seth Godin, Gary Vaynerchuk, Neil Patel, Erica Mandy, Dorie Clark. I have an amazing video, like you mentioned, of me jumping in my pool with all my clothes on, you know, flopping around and then getting out and talking more details about the book. I actually have the first chapter for free, um, where you can read it and you can see if you like it. I have five unbelievably valuable bonuses as well. And if you want to learn all of that stuff that I just talked about and more visit [uncommonsuccessbook.com](http://uncommonsuccessbook.com), [uncommonsuccessbook.com](http://uncommonsuccessbook.com). That'll take you to the page where you can learn more about the book, get the bonuses, read the endorsements, see the video, all the different stuff, and then choose your favorite place to make the pre-order or order of this book and begin your journey to uncommon success.

**Ray Edwards (21:31):**

And I might add, prepare to ignite.

**John Lee Dumas (21:37):**

Yes!

**Ray Edwards (21:38):**

I'm going to tell you something. I don't say this lightly. There's a book that is recommended by almost every speaker. Every mentor, every teacher, every coach it's called Think and Grow Rich by Napoleon Hill. The legend is that Napoleon Hill went and interviewed all of these successful entrepreneurs, compiled all of the notes and put these principles into this book.

And my experience with the book has been mixed. One part of my experience has been, well, this is interesting, but what do I do? I think this book that you have written is going to be the new Think and Grow Rich, but it's not only Think and Grow Rich, it's do and grow rich. And the what to do is what this book is about. I believe this is timeless enough that 50 years from now, people are going to be recommending this book and nobody will be asking the question, well, what do I do? Because that's what this book is about. It's the handbook. So go get it, Y'all.

**Kris Edwards** ([22:39](#)):

Good stuff. And big thanks to John Lee Dumas for joining Ray this week. We'll have all the show notes for this episode waiting for you at [rayedwards.com/510](http://rayedwards.com/510). Until next week, See ya!

**Announcer** ([22:56](#)):

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