



Ray Edwards Show, Episode 528 The Five Phases of a Prosperous Business- Reloaded

Announcer ([00:01](#)):

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Announcer ([00:10](#)):

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

Kris Edwards ([00:20](#)):

Welcome into the 528th episode of the Ray Edwards Show, which is certainly going to be different. We're in the midst of a massive studio migration here at Ray Edwards International, and we decided to use the studio downtime to revisit our most helpful, most downloaded episode, most commented, in the history of the show, which happened back in 2018. It was entitled The Five Phases of a Prosperous Business, and we've stripped out all the extras and condensed this into something worth listening to, even if you heard the original broadcast back in 2018, because everything in here still applies. So here we go, most popular episode reloaded.

Announcer ([01:02](#)):

And now our feature presentation.

Ray Edwards ([01:07](#)):

So my premise is that you want to start a personal brand business, a platform-based business, where you take your knowledge, your wisdom, your expertise, your giftings in the world, and you share them with other people. And you do that through the power of the internet, because now we have distribution across the globe that's available to us, and it was never like this before. I mean, think about the time in history that we live in. It is unprecedented what is available to us now, there was never a time before in history that for 50 bucks, you could be totally set up with a business online where you could have a radio show, AKA podcast, a TV show, AKA YouTube channel, and various means of people communicating with you, AKA social media for 50 bucks or a hundred bucks, no more than a hundred dollars, you'd be totally set up for the business that's global in reach and could grow to be gigantic. And many businesses have done just that. So you think about somebody like Casey Neistat, who started out with a video camera and making movies, and really had no audience, no following and has built a, I think 7 million follower YouTube channel that is incredibly influential. Part of his company was purchased from him by CNN for \$25 million last year. So he's done all right. And he did so

with just ideas and creativity and making stuff. And there are many other examples of this as well, but there's a Peter McKinnon. Who's a photographer and cinematographer videographer, who it lives in Canada. He's built a million subscriber YouTube channel, and it's not just YouTube channels. There are people in all social media markets like, um, Instagram, huge Instagram accounts, Facebook, Pinterest, you know, the names of the people who rule these marketplaces and the names you'd may not know are the people in the niches that are getting wealthy, serving a small few thousand people in that particular niche. So for instance, if you have a particular kind of fitness niche, like perhaps, uh, exercise for pregnant mothers who like to do yoga in the Southeast, let's get really specific. You can build a channel, or a business around that and around your personality, and you can have a thriving six figure business, just serving that one little tiny slice of the marketplace. It's incredible. What's available to us. Sometimes. I feel like I get too enthusiastic and people get freaked out by how excited I am about this. But this is the future we always dreamed of. The internet and the ability to build a personal brand online is the great equalizer of all entrepreneurs. Think about that. It used to be that the gatekeepers decided whether you got the audience or not. The publisher decided whether anybody got to read your book or not. The newspaper decided whether anybody got to read your articles or not. The record company decided whether anybody got to hear your songs or not. Now those middlemen, those mediators are gone. Well, they're not gone. They still are trying to hold onto their jobs, tooth and nail. They'd like to convince you that you still need them, but you don't. You have the power to set up your own business, your own distribution, channel your own media empire. If you will, you just have to decide you're going to do it. And there's a learning curve. There are things you have to learn how to do, but that's the price you pay for the freedom of being able to do it yourself. And I think it's well worth being able to do it yourself. Because if you use one of those middlemen, if you count on them to discover you, and then if you're one of the 1% of them who get discovered, then you count on them to market you. And if you're 1% of the 1% who gets selected, who actually succeed, you have to give up most of your profits and all of your rights to the big company that sponsored you. That's no kind of deal for an entrepreneur for a creator. But now you don't have to do any of that. You can create your stuff on your own, on your own terms, without anybody telling you what you can or cannot say or do. You can build a channel that you like, that your people who are your primary audience will like without the interference of big corporations. And you can deliver your goods and services and art pure to the people who are your best customers. And you get to keep most of the money. And in the end, it turns out being a better deal for your customers because they get exactly what they want. And not something watered down by a big corporation and committees committees, and big corporations always slow things down and always make them worse.

Ray Edwards (04:55):

Always. There are things that cannot be done without a big corporation. Apple computer cannot exist if it was still out of based out of somebody's garage in Palo Alto, that's true. The Big pharmaceutical companies that make medicines that us depend on to live our lives normally could not exist without a big corporation surrounding them. That's true as well. So there are cases where we need a big corporation, a big organization with big distribution, to be able to do things that we need done. But for most of us who are trying to build an online business, that's not the case. If you're a writer, a thinker, a speaker, an author, a coach, a consultant, a trainer. If you have a service you perform like design or copywriting or marketing funnels or the design of software, any of those kinds of things that I just named and many, many more, if you're an attorney, a real estate broker or agent, look, if you have two coffee shops and one is just a name and a brand, let's say it's a Constant Coffee. I just made that up. There's probably some places actually called that, but there's no place like that in Spokane, so I just made it up- Constant Coffee. The other's called rebel 77 coffee. That's the coffee shop that Sean and I just recently, if you attach a personality to the Rebel 77 Brand, and it's known for the person who represents it, which is going to be the case very

shortly for us, then Constant Coffee has a hard time competing with that because now Revel 77 is a person, is a personality more accurately. And it's hard to compete with a personality if you don't have one. So now that I've established at least hopefully a beachhead in your mind that says, yep, a personal brand is something I need to do. Or at least I need to think about doing. And let me walk you through the five phases of building a personal brand business. And most people don't understand these phases or the order they come in. And so they get into trouble. They try to build a personal brand and it doesn't work. They're not getting the traction. They're not getting the income they want. They're not getting the results they want. And they wonder why is this not working? What is the problem? The problem is you have a disorder that my friend, Armand Morin calls out of sequentialism, you're out of sequence. Things happen in a certain order for a certain reason. There's a thing in language called syntax and syntax refers to the order in which words appear in communication. Tony Robins has this famous example that he talks about. He says Johnny bit the dog and the dog bit Johnny are the same exact words, but they're in a different order. They have a different syntax. So Johnny bit, the dog is a very different experience from the dog bit Johnny, depending on whether you're Johnny or the dog. Syntax is important. It changes the meaning of everything. It changes the outcome of everything. So in your business, as you put your business together, as you build your online personal brand business, you've got to have things in the right order. And here's the right order. The five phases. Let me go through them. Phase one. This is where you need to start. Let me just pause for just a moment. Let me tell you how people get this out of sequence. Most people want to start at phase four. Most people I talk to, whether it's at events or seminars or workshops or on Q&A calls or webinars, most people I encounter who learn what I do and know that I specialize in helping people build these online kind of businesses. They want to start with the marketing. They start talking to me right away about the marketing. Well, how do I market that? How do I build an audience? And I have to ask them, well, who are you? Well, I'm a writer. So how do I build an audience? That's the wrong question. You're out of order. You're out of sequence. You have out of sequentialism. You're trying to start with the marketing or maybe the message, which is phase three. When you have to start with phase one, which is meaning. Now this will sound frustrating to a lot of people who want to just get right down to it. Entrepreneurs tend to be ready, fire, aim, kind of people, often they're fire, ready, aim kind of people. They have an idea. They go out and do it. Then they start thinking about how should I have gotten ready for this? And what, how should I take aim now so I can do this accurately and profitably. I only know this through experience, it's a tendency that most entrepreneurial types have we have an idea. We want to do it immediately, but we need to stop and give a little bit of thought to things. And we start with meaning. So start with this question. How do you know, what you think you know? Now this gets into philosophy. I'm not gonna spend a lot of time on this, but think about that question for just a moment. You think, you know, certain things like, you know, what it means to be an American, you know what it means to be a European, you know what it means, be a capitalist. You know what it means to be a socialist. How do you know what you know about that? How do you know what you know about philosophy? How do you know what you know about religion?

Ray Edwards (09:03):

Chances are, you know, because of a mishmash of ideas, you did not select consciously. They're just dripped into your mind over the course of your childhood, by your parents, by television, by movies, by the school system, by the homeschooling system, by the church, by the churches that you've been to, by the people that you know, the people you associate with movies, Just a random mélange of ideas and bromides and slogans that have swirled in your mind into one big amorphous blob of something that forms your worldview. And if you haven't thought that through carefully, you'll have a lot of trouble making decisions about your business, because you won't know how you know what you know, and you won't know how to know what's important. All stimuli that you experience in life, everything that happens to you

creates a response in your body and your brain, either attraction or repulsion. Either want to move closer to something, or you want to move away from it. If it feels good and it seems nice. It seems safe. You want to move closer to it. Like a person of the opposite sex, for instance, could be the person that attracts you because they have those qualities. They're attractive. They look attractive, they seem friendly. They seem nice. They make you feel good when you're around them. So you're attracted to them. Then there's the repulsion factor. Think of the opposite kind of person, a person who seems dangerous, edgy, who offends you, who has different beliefs and ideas than you do. So you- you tend to feel pushed away from them. Now are those feelings that you have accurate? Are those feelings of attraction always good for you? Are you? Let me ask you this. Have you ever met somebody who initially turned you completely off? Like maybe it's the person you're married to now when you first met them, you thought I don't like this person at all, they bother me. They had the bug me. They offend me. And over time, as you got to know them, you realize your values matched. There's some kind of dynamic polarity between the two of you, some kind of chemistry. And you ended up getting together, getting married and you've been together for a long time. You realized they were exactly the right person for you. Has that ever happened? Have you ever met somebody who totally ticked you off and you ended up being best friends for life? Have you ever encountered an idea that offended you and upset you? And after some time considering it and digging a little deeper, have you ever realized, oh, I agree with this idea completely. Why am I saying this? Your Immediate response to stimuli is not always accurate. You need to think about it further before you decide what's right or what's wrong about a situation or person, a company, or an idea. Start with why you feel the way you do. Why do I feel attracted or repelled by this? Now you might ask and fairly so, "what has this got to do with a business, Ray? What has got to do with my personal brand? I want to be an expert on how to be a speaker, make money at being a speaker. This has nothing to do with that." My friend, this has everything to do with that. If you don't understand these things about yourself, about where you get your meaning in life, what the purpose of your life is. If you don't know why you believe what you believe, why you do what you do, you will be a ship without a rudder. Worse- You'll be a ship without a rudder and without a sail. Even worse you'll be a ship without a captain, a rudder, a sail or a map- you're sunk. You've got to understand your meaning. The meaning of your life is what I'm talking about.

Ray Edwards (12:06):

The first question you have to settle is why are you here? And what are you supposed to do? You might say, well, that's a huge question, Ray. How can we possibly answer that during a podcast? Well, we can't, but I can ask it during a podcast and I can make you think about it. I suggest that in that notebook you have with that pen you have, cause I told you to get it earlier. Maybe that notebook you write down, the purpose of my life is... The meaning of life is... And I know it sounds ridiculous. It's like a joke. It's become so, so ridiculous to us that we don't think about it, to the point that we joke about, "Well, you should just find out the meaning of your life. What is the meaning of your life? Is it clothes?" We make jokes about it, but it's important for us to figure out what is the meaning of your life? Do you believe there's a God? Do you believe you were created for a purpose? Do you believe you were made to fulfill a mission in life? That belief will make you a very different kind of person than the person who believes that everything is accidental. There's no meaning to anything except meaning we give to it and that you should get what you can get while you're here. Because once you're gone, that's it, it's all over. I'll let you decide for yourself. Which viewpoint makes more sense, but we can agree, whichever viewpoint you may share or wherever in between you may be, we can agree that those are two very different people as a result of what they believe the meaning of life is. How does your mission play out? What does it look like? Does it look like you're an author and you travel around and speak about your book that you wrote this a bestseller, does your mission look like you're a painter and you inspire people with beautiful art. It looks different for everybody. And it looks very similar to lots of other people.

So you're not alone. You're in a tribe with people who do the similar kind of thing that you do, but you're also a person with an individual, one of a kind mission in the world. And only you can decide what it looks like. And I want to clarify something here right now. I believe that people are looking for the light streaming, from the clouds and their mission and vision engraved for them on stone tablets, without any doubt of what it's supposed to look like. And then it comes straight from the lips of God. There's no doubting what it is. If that's the experience you're waiting for. I think you're going to be disappointed because it's not going to happen. I don't believe that's the way he set the game up. I believe our creator was much more loving than that. I think he was much more fun-loving than that, and I think he decided to make it into a game for us to play. The game is, we get to discover what we want our mission to be. The game is we get to dream. We get to have ideas. We get to have thoughts. We get to be attracted to things we love to do. Things we love to see. People we love to be around. And that helps us form a vision of what our mission looks like. And mission and vision are not the same thing. Your vision is a way of realizing your mission. Your mission is what's the strategic objective you're supposed to accomplish in the world. What is the strategic objective you're supposed to accomplish in the world? That's the overall thing you're supposed to accomplish. For me right now, I would say my strategic objective is to help abolish poverty, to help get rid of poverty. End it for good. My vision of how that happens is through empowering entrepreneurs to create more prosperity and wealth. So you see the difference. My objective is to end poverty. My vision of how that will happen is I'm going to teach entrepreneurs and empower them to grow their prosperity and create more wealth. And that will abolish poverty from the world. That's what I believe. So once you have your mission defined and you have your vision mapped out, you've written it out and this is what I suggest you do. In fact, let's do it right now. Take that journal that you just wrote your meaning of life in. Since we got that out of the way, now, meaning of life's out of the way, let's get to the vision and mission of your life. Take a moment or two or five or 10 or 30 or the rest of the day, pause this podcast and write out what is your strategic objective? What is it you're supposed to do? What is it you've decided is your objective? What is it you decided you want to accomplish before you leave this earth? And then what does that look like? That's your vision? Your mission is your strategic objective. Your vision is what it looks like to you. What form does it take? Are you an author, a speaker, a trainer, a coach, a consultant, a servant, a preacher, a spiritual advisor, a lover, a husband, wife, a parent? It could take many, many forms. It could take many different forms in the same person. Go ahead and write out your objective and your vision. I'll wait. Don't mess around with me now. Don't pretend you're writing it down when you're not. Okay, we're back.

Ray Edwards ([16:17](#)):

I'm assuming you are back. You actually did the exercise. Now that you know what your mission is, and you have a vision of what it looks like. Now you can start setting some goals. Like if your long-term goal, your long-term vision is to end poverty. That's your objective and your vision of how to do that is to empower entrepreneurs. And you're going to do that through writing and speaking and training courses online. This is reflecting some of my own vision and mission for you. You insert yours to fit your situation, your talents, your giftings. Now you can write down your goals. Like I start with one year goals, maybe. What is my goal this year for, in terms of the tribe? How, how big do I want my tribe to be? My audience, the people who are following what I say? It's okay to pick numbers and say, well, I want 10,000 followers on Facebook by the time this year is over. Numbers do matter. Once you have the goals picked out, then you got to figure out, well, how do I make those goals happen? What do I have to do in order for that to happen? And those are the tasks that you have to do to make it happen. You reverse engineer it. If I want to make a hundred thousand dollars this year, let's make it easy. Let's make it easy \$104,000 this year. So that means that out of 52 weeks, I want to make \$2,000 per week. What do I have to do this week to make \$2,000? If my, if my customers are \$500 each, you need to get four customers this week to make \$2,000. So how

do I get four customers this week? I need to talk to a certain number of people or whatever the case is for you. However it works in your business. These are the tasks that you set up for yourself. So you can accomplish your goals, which will help you realize your vision, which helps you accomplish your mission. Your objective. Mission, plus vision. plus discipline equals destiny. Mission and vision plus discipline equal destiny. Now destiny is simply a shorter word for destination. So destiny is not something that's preset by somebody else that's written in this mysterious book that you never get to see. I've realized my destiny and my destiny is to pull the sword from the stone and be the king that has returned. Well, that sounds great in the story books, but destiny is simply the destination and what you do every day ultimately adds up to your destiny because what you do every day is what gets you to wherever you're going to be at the end of life. It's never too late to change your destiny, to change your destination. Even if you only have a week left to live, you can change your destiny. If you only have today left to live, you can change your destiny. In fact, I challenge you to think about it this way. What if today is the last day you have? What if after today it's over, you still have time to determine your destiny. Are you destined to be a person who loved openly and freely, recklessly with abandoned? What does that look like today? Make it happen. Take the action that makes that true. And you have realized your destiny today in this instant. Isn't that wonderful. So we've determined the meaning of life. Phase one, the meaning of your business. Also phase one. We've determined your mission and your vision, your goals, and your tasks. That's phase two. We've understood that mission and vision plus discipline. The ability to do what you say you're going to do, when you say you're going to do it equal destiny. We've determined you can change your destiny today. In fact, I'll suggest to you that today's the only day you can change your destiny because today's the only day you have. Then phase three of your business. Phase three of building a personal brand business successfully in the right order. Phase three is your message. And people either want to start here with phase three, or they want to start with phase four, which is the next one, which is marketing. Wrong place to start. Because you don't even know what your message is about if you haven't done phases, one and two. And you don't know what your marketing is about or who you're marketing to if you don't know, phase one, phase two and phase three. So phase three is message. How does this work? Well, you start with who in this case, who is your message for? In other words, who's your perfect customer? Who's the person who needs you the most? Who's the person you can help the most? And once you figured out who that person is, and you know, you already know, somebody sprang to mind as soon as I said those words, you thought, oh, it's the person like this guy. It's a person like that girl. Start with who your perfect customer is, and then why they need you. Why do they need you in their life? What is it you bring that helps them? And that's the next question. What? What do I do that helps this person? Why do they need me? Because they are out of control with their health. They're eating wrong. They're not, they're not staying flexible. They're going to kill themselves. They're going to dig themselves an early grave with their fork. That's why they need me. What do they need from me? They need advice. Motivation, cajoling, joking, prodding, pushing. They need me to coach them so that they can take better care of their health and be here longer. So they have a better chance of accomplishing their objective and making their vision come true because of the meaning of their life. See how this all ties together? So why they need you, why you're going to help them do and how you do it. How do you help them? Well I help them, I'm a personal coach and work with them one-on-one. Or I'm a group coach. I work with them in group coaching environments, books, and online training programs. However it is you help people, that's how you answer the how question. If you're a surgeon, if you're a brain surgeon, it's pretty simple. You it's simple. You help people with brain surgery. This is so important. This is, and you might say, well, what's this got to do with my message? Because this is what you have to communicate to people. You have communicate with them, who you're speaking to. You're saying this message is for you, if you're this kind of person. So for me, I'm speaking to people who want to build a personal brand business. They're maybe entering a new phase of life. Maybe they want to leave corporate America or the corporate world. Maybe not just corporate America, could be corporate Singapore, corporate, Japan, corporate life. They

want to leave the big corporation. They want to strike out on their own. They want to build their own business based on their knowledge, their expertise, their wisdom in life, their experience. They want to share that with people on a mass scale, through the power of the internet, through global distribution. And they want to make a lot of money doing it. If you're that kind of person, then you're who I'm talking to. Maybe you've tried some of this already and it hasn't worked for you as well as you thought it might, and you're wondering, what am I doing wrong? If that's you, then you're the person I'm speaking to. You're the person, I'm here to help. Why you need me is you need clarity, you need confidence. You need to focus. And I help you get those things by giving you a roadmap to walk from where you are, to where you want to be on the road to prosperity. Prosperity, not just financially, but physically, mentally, emotionally, relationally, and spiritually.

Ray Edwards (22:51):

That's what I help you do. And how I help you do it is through live trainings, seminars, and workshops, and online training as well in group trainings. That's how I help you do it. Knowing all that gives me a great deal of power. I don't mean power as in control of the people. That's not what I'm talking about. I'm talking power means literally the definition of power is the ability- the potential to do work. So being clear on who I serve, why they need me, what I do for them and how I do it gives me clarity. And that gives me the ability to do mass amounts of work. Gives me massive power. Now I'm ready for phase. Oh, by the way, communicating that message is what this phase is all about. Being able to say to people does this sound like you? Let me describe the person I'm here to help. And you describe them and you say, if that sounds like you, then I'm here to help you. And here's why you need, because if you don't get my help, here's the terrible things that are going to happen to you. And if you do get my help, here's what I can help you do. And how I do it is the following way. That's your messaging right there. You can just take what I just told you and actually write it out. And even if you had no formal training in sales copy, no formal training in doing product launches, no formal training in persuading or selling to people. You could use the formula I just gave you start with who then answer why, what and how, and that clarity that you'll have will resonate in your message so powerfully that people will buy from you, even though you maybe didn't do the greatest technical job of selling to them. I have good friends in this business who frankly are terrible sales copywriters. Who frankly don't know how to do a product launch right. Couldn't do it correctly if their life depended on it and yet they're still successful. Why how's that possible? It's because they have clarity, which gives them power and people sense that power. They're attracted to it. They're attracted to a person who is clear on what their mission is. On who they're here to help. Why those people need them. What they need to do to help them and how they do it. When you're clear on that and passionate about it, people are drawn to you. They're drawn to that message. So that's how the messaging works. Now, if you want to refine it and build a bigger business, more successful and easier and faster then you learn about how to write sales, copy, learn about how to do product launches. You learn about how to use social media correctly. You learn all these things that help you get there faster and more efficiently. And in a mass scale, help more people and create more prosperity and more wealth for you and others. That's why you refine and learn all these different things.

Ray Edwards(25:19):

Phase four is the marketing. And people think that the marketing is the message. They think that's the sales copy. They think that's product launches. No, it's not. Marketing is spreading the message that you already understand- that you've already articulated. That's what marketing is. Marketing is you write a book and it is so clear, so focused and so attractive to people that they begin sharing it with their friends, without any kind of external gimmicky campaign to make them share it. They're saying to one another, have you read this book by Steven Pressfield called The War Of

Art? You've got to read it. It's fantastic. Have you read this book by Jeff Goins called Real Artists Don't Starve? You gotta read it. It's fantastic. They buy it for their friends in mass quantities. I bought, I think I bought 50 copies of Five Days to Your Best Year Ever by now and given it to other people. It's a book by my friend, Michael Hyatt. It's about goal-setting, that's the short way of explaining it. I did that, not because Michael is my friend, although I want to help him, and he is my friend and I would love to do whatever I can to help support him in his business. I did it because it's so dang good that people need to read it and they need to act on it. So I believe in it. So I feel like it's a great gift I can give to people. That's marketing. That's making your message so attractive that it spreads. Spreading the message. You've got to make it clear, make it repeatable and make it sticky. When it comes to Michael's book, the title is Your Best Year Ever- A Five-Step Plan For Achieving Your Most Important Goals. Now that's clear, it's also repeatable- Your Best Year Ever. Have you read this book, Your Best Year Ever? It's about how to have your best year ever. That's clarity. How does it, how does it do that, Ray? Well, just a five-step plan for helping you achieve your most important goals. That's repeatable. People may or may not use the exact words, but I, when I tell people about this book, I tell them this is a book that'll help you set goals and achieve them, especially if you've never had success doing that before it's called Your Best Year Ever, and I set my goals in a single day. He's got a program laid out in the book where you do it in five days, but I did it in one Saturday. So that message is clear, it's repeatable. And it's sticky because it sticks to people's minds. They're like five days to your best year ever your best. I want my best year ever. And by the way, he's trademarked best year ever. Good for you, Michael. That's marketing, spreading the message. And you do it by making it clear, repeatable and sticky.

Ray Edwards (27:49):

And then phase five of your personal brand business is the money. Okay? Let's be honest. I said earlier, people want to start with the marketing. What they really want to start with is the money. How can I get paid for my ideas and my experience? That's where they really wanna start. They want to start at the end. You know, Stephen Covey said begin with the end in mind, not begin with the end in your pocket. That's not the way it works. It's like Earl Nightingale used to say, "It's foolish to sit in front of a fireplace and say to the fireplace. First, give me some heat. Then I'll give you some wood." No, you got it. Put the fuel in first and stoke the flames. That's where you get the heat, after you do the work. So money is phase five. It's the last phase of building a personal brand business. And once you've done all the previous things already, you've defined your meaning of life and your business. You've defined your mission and your vision. You know, your goals, your tasks, you have the discipline in place to get it done. You have your message clarified, you know, who you serve, why they need you, what you do for them and how you do it. You have clarity about that. That gives you power to create marketing materials that are clear, repeatable and sticky. So you can do the marketing phase four. And then phase five is when the money happens. And how that happens is you provide value first, you create, this is where we create free content online. People say, well, how do you make money giving stuff away for free? That's a gimmick. It's not going to stick around. It's not going to last it doesn't it's old school stuff. It doesn't work anymore. It still works just fine. Thank you very much to the tune of over a million and a half dollars for us last year. I don't say that to brag because there's a lot of people who make much more money than I do, and I didn't get to keep all of it. So please don't understand me to be bragging. I'm not even humble bragging. In fact I'll tell you right now, I'm working hard on the profit margin

with that number because it was expensive to make a million and a half dollars. And I believe it can be done less expressively, but that's neither here nor there. My point is this. You give value first- do that with free content like this podcast, this podcast is value first. I'm giving you some of my best ideas for free. It's been downloaded over a million times now. Free. Value first. I give you stuff that helps you. How about this? You want to prove to people, you can help them. Well help them first. That's what we do every day here at my company, we help people with free articles, free webinar trainings, free podcasts, free YouTube videos. I help help, help. I give value as much as I possibly can for free. I give value first and then I can communicate the next value I can offer, because if I help you solve one problem for free, if I help you solve the problem of understanding what a five phase personal brand business building process looks like now your next problem is, well, how do I make myself actually do all that? That's where you communicate the value that you offer next. And then also communicated that usually in the form of a sales letter or a sales video, then we have a value exchange. This is where you give me money and I give you my training material. Or I give you my coaching or my consulting. That's how it works. Phase five is about money. You start with value first, then communication and value next then value exchange. So the five phases of a personal platform business are as follows: Phase one- Meaning what is the purpose of life? And what is the purpose of your business? Phase two- Mission. What is your objective and what is your vision? What does it look like for you to achieve your objective? What are your goals, your tasks? What is the daily discipline that'll help you achieve your destiny in this area that you decided on, it was not handed to you on stone tablets. It was given to you as a gift through your brain, through your thinking process, through the things that you love to do. Phase three is your message. You start with who you serve, why they need you while you do for them and how you do it. That clarity gives you power, which allows you to do phase four- Marketing. Which is spreading your message, which you've already articulated in phase three. And marketing has to be clear, repeatable and sticky to work. Sticky means people share it and it sticks in their mind. They can't forget it. And then phase five is about the money. This is where you collect the money because you give value first through free content marketing, we call it value first content marketing at our company, and then you communicate the value next. The value of the next need from you because you help them solve problems with the free content you give them. But every problem solved creates a new problem or reveals the next problem, is a better way to say it. It doesn't create a problem. It just reveals the next problem. The next challenge is, well now I've got a lot of customers. How do we serve them better? Well, we have a trainer that helps you do that. That's the value next. And here's the value exchange. It costs this much to do the training. You give us the money. We'll give you the training. Now you're serving your customers better. Those are the five phases- meaning, mission, message, marketing and money. And that is it for this episode I'm done, it's in the books. Until next time, long life and prosperity to you, My friend,

Announcer ([32:56](#)):

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