



Ray Edwards Show, Episode 542 For The Christian Creative with David Lee Martin

Announcer (00:00):

Ray Edwards Show, Episode 542- For The Christian Creative with David Lee Martin

Announcer (00:10):

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

Ray Edwards (00:18):

How do you take the message you feel like you've been given and share it with the world? Or, maybe you don't feel like you have a message, maybe you feel like you have an idea. Maybe it's an idea for a business. If you've suddenly been struck by this feeling of creative energy, maybe it was meant to be, and maybe it's God calling. That's an explanation that may sound pretty far out, but I think today's guest on the podcast, David Lee Martin, would say, that sounds perfectly reasonable to me. I've known David for a while now. He helps authors, artists, and entrepreneurs transform their ideas into powerful publications, online courses, and digital products. Your message, he says, needs to be heard. Your value needs to be shared, and he would love to help you do that. Let's get into this conversation with my good friend, David Lee Martin.

Announcer (01:15):

And now our feature presentation.

Ray Edwards (01:18):

How did you get started in this endeavor of being what I would call a kingdom entrepreneur, which is not just a Christian who has a business, but it's somebody who's aware of the kingdom. Maybe I'm overstepping. Maybe, I don't know what you think about that, but how would you describe that journey?

David Lee Martin (01:32):

Yeah, yeah, totally. I mean, I, I came from a, I mean, if I take it right to back, um, I've always had kind of a creative leaning. Um, but I went to like, I went to art college, but got, and this was pre Christian. So I got involved in way too much extra curricular activity that wasn't really helpful. And then through a, what would be considered probably a quite outlandish encounter with God came to know Jesus when I was about 19 years old. And I don't know whether this is, this is something that can be broadcast or not, but I actually got saved when I was tripping on LSD one night.

Ray Edwards (02:18):

Oh okay.

David Lee Martin (02:19):

Jesus. The holy ghost came into my room. Like literally like a breath came into my room and then came into me. And this was when I was like 19 years old. So far away from God that, you know, we were like polar difference. And then from that point on really began to just explore what it meant to be a Christian. I had no idea. I got involved in a great church a few years later. Initially it was difficult for me because, you know, church to me was just a building with a Spire. That's all I knew about it. And, and, and, you know, as, as much as I respect all sorts of different expressions of faith, I was a wild, wild young man. So going into some of these more traditional settings was- I was like every Vicar's nightmare. But then there was, uh, there was quite a move of the holy spirit in the early nineties, and I got involved in a great church and then very rapidly began to explore the scriptures; ended up being asked if I would write an online Bible school. I mean, this is a number of years into my discipleship, not when I first rolled it, rolled through the door. And so, um, developed an online Bible school to train pastors and train leaders out on the field. We were a church planting movement. And then through that, I had to learn all of these crazy online skills, like building WordPress websites, membership sites. How do you, how do you sell things? How do you deliver things? How do you upload MP3s? How do you create videos? And I guess through that process, I began to see- began to connect with a number of different people. One guy was someone who sold domains. He owned the domain, Jesuschrist.co.uk. And he just called me up and said, "Hey, have this domain". So I then like learned all this SEO stuff, JesusChrist.Co.uk ended up on the first page of Google for the search term, Jesus Christ, which is pretty cool. It then got hacked and ended up selling Bollywood movies- to say, I, that was, that was a bit of a downer. But through all of that process, I realized the incredible scope that's now available to us, the ability to literally reach the uttermost parts of the earth. Even if we are sat just in our office or our front room or our bedroom, whatever it may be. We have opportunities now as believers, as creatives, that we're not just simply were not available 10 years ago. And, and through that began to help other people publish books. Um, I'd been writing books prior to this when I was in ministry and publishing them on a photocopier and they had to be real short books because you have to staple them down the middle or stitch them down the middle. And if they were too thick, they would just fall back open. And then what, So when Kindle turned up on the, on the kind of world stage, I began to explore that through that, um, ended up- I've, I've published about seven or 800 books, not all written by myself, I've got to say. But I work with other people, have ideas, um, employ other people's talents to publish those books. We've done over a million dollars in royalties from just real small 99 cent books.

Ray Edwards (05:56):

Now, that should put to lie the, um, the belief that you can't make money, just writing and selling books. People know that you can write books and use them as a way to grow your business and get people into your quote funnel. And there's nothing wrong with that. But I I've had several people lately that I know on a personal level, just like in my everyday life here in Spokane, who have asked me, "Hey, can I know you make money online? Is it possible to just write, like, publish what I write, make a living, or do I have to do all that other stuff?" And yours is a case I bring up as I'm sharing with them. No, you can, you can write books and make money actually selling your books, believe it or not.

David Lee Martin (06:33):

Yeah. Yeah. No, absolutely. Absolutely. You can. A lot of it comes down to understanding the people that you are writing for and writing to. I mean, oftentimes I think that the mistake

sometimes that people make is they write the book and then go out and try and find the audience. But really, I, I, you know, my recommendation is always well, go out, find the audience, find the questions that people are asking, find out the stories that people are already reading, and then look and see how your expertise or your storytelling, whether it's fiction, whether it's non-fiction, obviously the two, two things are somewhat different in some ways. But the same principle applies is that there is that there is an audience out there, but we need to communicate our message or our stories in a way that meets the need, the heart need, of that audience.

Ray Edwards (07:33):

I have to jump back and time travel because there's something I can't let go. I feel like I need to hear the story. What was it like encountering Jesus while you were on LSD?

David Lee Martin (07:44):

Um, I mean, the story is, is pretty far out. I'll be honest with you, Ray. What I was doing, I was, I was a spiritually hungry young man. My best friend's mother was the first person in our town of Brighton on the south coast of the UK to open a new-age store. So all, anything, any kind of new-agey type thing I had free access to. And I was exploring every possible direction that I could. I knew there was something more, I just didn't know where to look for it. I didn't, to be honest, Ray, the last place I expected to discover it was in the Bible. I liked cherry picking, you know, there were some nice things that Jesus said, I'll put those alongside, you know, all of these other things that I'm reading a course in miracles, the Bhagavad Gita, uh, you know whatever. You name it, I was probably reading it. Carlos Castaneda was one of the authors that I was reading. Any of you hippie-folk out there?

Ray Edwards (08:50):

I've read them all.

David Lee Martin (08:51):

All right. Well, that, that's where I was at. And so I thought, wow, this sounds real good. I'm going to fly out of my body. And I'm going to go over to the other side. I'm going to break on through to the other side. And so that's what I'd set myself to do on this particular night. And that was, I, I didn't, I wasn't kind of a party type person. I wanted to go farther than just the local club. I wanted to go out into the stratosphere and, um, things just turned real weird. You know I felt like this- the Bible talks about thick darkness, but this thick, thick darkness filled my room. And I didn't really know how to respond. And someone I'd remembered, a friend of mine had said, you know, one time they'd taken a bad trip. And they asked, you know, they'd asked Jesus to help them. And he had in some, I don't even know what they meant by that, but I thought, man, if it worked for them, maybe it will work for me. So I said, God, this was my salvation prayer, I guess. "God, if you are real, help me now." I mean, the thing is, I think when, when God engages with a very, very genuine, sincere prayer, however, kind of imperfect it is, there is an encounter waiting to happen. And that was really what I prayed and in that moment. All I can describe it as, it wasn't like a switch being switched on, it was a breath of light filled my room. Now I do understand that I was tripping, you know, and, and, uh, you know, but honestly this was the, the realist and I'm like 25, 30 years into this now. So if, if, if it wasn't real, I'm still, I've still not come down because I am, I've spent the last 30 years experiencing more and more of this Jesus that I met in my room that night. Um, and quite honestly, I cannot describe the change that it has brought and continues to bring to my life. The Jesus that I shunned, thinking that it was just some kind of religious, iconic thing, the Bible that I said, well, you know, I'll have this bit and that bit, but really the real meat is in all of these other things that I've got access to, has become my meat and drink. I just, I it's the reality of the Jesus that you find in the Bible is beyond remarkable.

Ray Edwards (11:51):

So 30 years later, how does that Jesus show up in your business today?

David Lee Martin (11:59):

Well, when, my wife and I were church pastors, we were church pastors and we planted a number of different churches in different towns here in the UK, traveled ministering. When that season came to an end, I was really left scratching my head thinking, wow, what's, what do I do next? You know I it's, it was just an alien world to me because I'd been so steeped in the kind of church planting and pastoring kind of arena and I, I was, I was somewhat frightened by the idea of business. So, you know, sometimes I hear people when, you know, when you hear people talking online or you read the sales pages and things like that, it's very easy to think that, oh, well, it's okay for them because they are like this or like that. But you know, I'm just little me, well, I can assure you, I was the most unlikely business man you would ever encounter. In fact, I was resistant to the whole realm of business. The Holy Ghost led me to a scripture in, and some people here may be very familiar with the scripture I wasn't at the time, led me to a scripture in Deuteronomy eight verse 18. "It says it is God that gives your hand the power to get well". And again, it continues there's context to it, in a like when He finally does, don't forget where it came from because we have a, I do. I could say we, I have a tendency. I think most of us are like the rest of us, to, you know, God gives us a victory and then we think, wow, look what I did, you know, but, um, he led me to that scripture and that became then the basis and the foundation upon which I began to build a business. There were two things actually that, that, that the holy spirit spoke to me about and led me to, that was one of them. And the second one was the encounter with Martha and Mary, where Martha is in the kitchen, the, you know, preparing everything. And she's kind of getting frustrated. The, the King James version says, "Martha, Martha, you are cumbered." I do love the Old King James. I'm a bit of a junkie for the Old King James. That's where I started. And I just can't, I just love that old language. I guess it's the poet in me. "Martha, Martha, you are cumbered with many things." And I remember this morning as I was in prayer, the holy spirit really kindly speaking to me saying, David, David you're cumbered with many things, but only one or, but a few things that the amplified Bible is another one. He took me to "only one or, but a few things are needful." And he said, you- you need to stop hustling and start hearing. And I have to remind myself of that often, cause I'm a kind of a naturally an action type guy. And it made me ask the question, if just one or, but a few things are necessary, what would my one or but a few things be? And in that conversation, I felt Lord, if I could just do one thing, if everything else will put aside all of these different ideas, these business ideas and these opportunities. If I were to sweep the table clean, what would I put back on the table? And it was, it was writing books. That was just my thing. I just felt, man, this is me, not just what I do, but who I am. And in that, I began to kind of jettison a lot of the other things that I'd been exploring. SEO; I was doing like little mini websites. I was doing merch, you know, all of these, like t-shirts where the big thing at one time. Teespring, I think there was something that got out. If anything came through my inbox, I would jump in and, and give it a go. And I think there are seasons to do that. But at this junction, I just really felt the Holy Spirit say, look, you know- just one or but a few things, but go deep. Just, just believe. It Was almost some of my, the broad spectrum of activity that I was involved in spinning so many different plates, trying to figure it out, trying to make money or whatever. A lot of it was fueled more out of fear of lack than it was faith for prosperity. And I know, I know very much, this is we're talking prosperity with purpose and in to a degree, it's when we begin to find our purpose, that prosperity follows.

Ray Edwards (17:01):

Yes

David Lee Martin (17:03):

Prosperity is not the purpose we live for. I, you know, it's like I don't live to prosper. I don't live to make money. I prosper because I've discovered purpose and I'm build. And we build on that foundation. We, we, we come seek first, the kingdom seek first his righteousness. Again, I love the amplified Bible where it says, when it talks about and defines righteousness, it says God's way of being and doing. And I just thought, man, I want to, I want to step into God's way of being and God's way of doing in the realm of business. And so when I focused in and was not so anxious to do everything, but to really just focus in on what I believe that, that what God had purposed me to bring, to add value to others and to add value to the world, a lot of things started to fall into place. And so in that, that conversation that led me to believe that it, it was possible for me not to spin 500 plates in order to make a living, but actually step into purpose. And in some ways, slim things down, slice things off, and say, well, no, I don't want to be doing that five years from now. I don't want to be that person 10 years from now. I'm going to allow those things to go. Open my hand and let them go. And I found in open instead of holding onto everything in the fear that I might lose something, opening my hand and saying, okay, God, I'm going to let these things go. That actually an open hand, God can fill. When we're holding. So tightly onto things out of anxiety or fear, very difficult to put anything in a, in a closed hand. And so I let a lot go in order to embrace just those one or, but a few things. I'll often tell people that the purpose of a tree is not just to produce fruit. That's a benefit, but the purpose of the tree is to produce another tree. If all it produced was fruit, we would be in trouble and, and so, instead of just focusing. And I think that this would really kind of speak into a lot of people who are listening today, instead of just focusing on what fruit can I produce from what I do. I began to also kind of have that dual focus of how can I help someone else prosper? How can I help someone else gain the same victories that I have gained? How can I impart the skills and the knowledge that I've gained during this season and help someone else, so they don't have to go through the same painful process sometimes that I had to. And so a tree producing a tree. So, yeah, and that's where the kind of coaching and training comes in like I do in the Christian Creative Academy.

Ray Edwards (20:32):

Let's talk about that for a moment, if you would kind of reconnect us to your purpose again, and then how did that play into creating and launching the academy?

David Lee Martin (20:42):

I- in ministry, Ray, and you know, that ministry is, is really a great deal broader than the full walls of the church. And, um, I think there's a, a fallacy that if we're going to be in full-time ministry, you know, it means that we've got to be a pastor or a prophet or a song leader or whatever, whatever it may be, you know, but really that, that God is a hugely, incredibly, remarkably, expansively, creative being. And He has a ministry for every single person who comes into his kingdom and into his family. And they do not all exist within the four walls of the church. In fact, the church we're told and the- and the fivefold giftings that are spoken of in the scriptures are to equip the saints for their works of ministry. And to be honest, the majority of us, we are out in the marketplace. We're, we're not, you know, doing whatever the, those necessary ministry things within the church walls are, but the majority of people are out in the marketplace. And so to a degree, the church exists to equip men and women to go out into the world and bring the kingdom to bear in all sorts of different places and different realms of life. And I felt like- long story short in ministry when I was pastoring, my main gifting was very much teaching. And I guess, you know, where the scripture talks about, you know, God's gifts are without repentance. When I stepped out of what would be considered full-time Christian ministry, I didn't leave my teaching-anointing at the door. I didn't leave the church building and say, oh, well, all of this gifting, all of this anointing, all that you've imparted to me, Lord, all that you've taught me is going to just stay behind that door, and I'm going to go out into the world like some poor, naked man, trying to figure things out. All of that same gifting came into the marketplace, and I just felt compelled if you like

to speak in particularly to Christian men and women who want to share their worth with the world in very practical ways. You know, like, like I have been learning and doing over these past years, writing books, creating podcasts, creating online courses, you know, there's, there's a- the vehicles that we use to carry our message to the world are very varied. Now, some people might about writing a book and think, "man, I could never write a book" and you know, that may or may not be true, but there's going to be some manner and some mode of expression that will fit really, really comfortably with you and provide a perfect avenue for your message and your personality to really be expressed out in the world in ways that can help other people. And so I feel burdened is, probably burdened is the wrong word. It's, it's like good old fashioned Pentecostal kind of talk, but I feel a call. I feel a creative calling on my life to help equip saints for their work of ministry,, however, that will turn up in the world.

Ray Edwards (24:41):

I want to dig a little deeper on that because I'm sure there are people listening who are working through some of this on their own, but can you share a story or two about students you've worked with and what came out of that relationship and just, how does that, how does that work?

David Lee Martin (24:54):

Yeah. Yeah, for sure. I mean, one of the, one of the guys in the academy, I'd actually known, we'd actually known one another for, for many years. He's a, again, a very, very gifted, very talented man, a Jewish Jewish guy, Jewish believer. And, um, he'd had in his heart, this idea to really dig into and produce content that was centered around the Jewish roots of our faith. Um, and particularly the Sabbath, um, but was very, uh, he was like a master, the master of procrastination. Just And wouldn't mind me saying- he wouldn't mind me saying it either. We've, we've often laughed about it. Um, he came on board with Christian Creative Academy and literally within just a few weeks or months, he had set things up into a system where he was getting subscribers into an entire years worth of dripped content, teaching people about the Sabbath in a Christian context. Now, the great thing that happened as a result of that, and I've found this so often, Ray it's when we take those courageous steps and put ourselves out there is where we can then begin to connect with a bigger purpose than we even recognize or realize. And he's presently in the process of partnering with some of the kind of real key ministries in that whole kind of Jewish stroke Christian roots space to produce video courses for and with them. Um, he had, um, some of the biggest publishing companies reach out to him and ask if they could advertise his newsletter that he's produced, uh, sabbath.love. You can just jump over to sabbath.love, sign up for that and see. So that was one of the, one of the fruits that came from what we were doing. And then as well within the academy we're always, you know, pretty much everyone will write and publish a book. Everyone will have the opportunity to produce an online course. I mean, in the first month, uh, within the academy, because one of the ways that we, one of the things I realized, Ray, is there's always a danger that we just are ever learning. I mean, I'm stealing from the Bible here, but in an ever learning and never coming to a knowledge of the truth and truth will always show up in the way we act and the things that we do. And we live in an information deluge, and it's very easy to feel as though we've taken action just by buying another course or just by reading another book or listening to another podcast or whatever else it may be. But the consumption has to give way, or certainly be balanced or complimented by action. And so working with a pioneer group of people, we move things very much towards, okay, let's not just talk about, or like give a bunch of videos about how to write and publish a book, let's write and publish a book. Let's not just talk about doing a podcast, let's do a podcast. And so that's how the- we've got, we've got a whole years worth of content that's dripped out week by week and each week has what I call domino actions that people take. Over the course of that 52 week period, they will do- everyone who chooses to go through it will do like, all of

the above. Now it doesn't mean that they necessarily will continue with them all that they will certainly come out of the other end, knowing, wow, that really, that really worked for me, that really sat with me and as well in the doing, we remove the roadblocks that stand in our way, because a lot of people imagine that publishing a book is really, really difficult and complicated. So instead of just telling people, this is not difficult and complicated, we actually just do it. Yeah.

Ray Edwards (29:24):

Yeah. I love that. So who is like, if somebody is listening right now, thinking about this, who is this exactly the right answer for? Who's the perfect student to come through the academy?

David Lee Martin (29:38):

I mean, if you're a, if you're a Christian first and foremost, um, not that there's not, there's not help and benefit there for anyone. Honestly, I mean, this is like a Jesus first type enterprise. That's, that's just the way- that's who I am. I want to be myself. Um, in fact, in conversation with you and one of the groups that you ran, Ray, we talked about just conceiving what, you know, what's your business. And I thought, man, I'm in the business of being myself. That's what, that's what I'm here. If I, if I can turn up as myself, that's going to be the best way I can benefit other people instead of trying to be someone else. And in that, you know, as I say, my, my background is pastoring. I, I feel as I'm very much acting as a shepherd within the academy. So, it's for Christians who have something on the inside, a message, an idea that they want to realize and bring to the table to benefit the world. Now, and that particularly will show up in like a desire to potentially well like say, write a book. So authors, artists, early stage entrepreneurs, really. And I say early stage again, it's I was working with one lady in the academy, very, very accomplished fiction author. We had one conversation as, as part of our kind of group coaching that we had that one conversation four times to income from her books, just from kind of some of the suggestions that we were able to give. But yeah, I would say early stage entrepreneurs, artists, authors, creative Christians who know that they've got more to bring and a message to share and want to learn how to share it pretty much.

Ray Edwards (31:34):

Yeah. I think it's so important that if you feel inside, you feel a stirring about some message that you have or a story that you feel would benefit other people, that's most likely not just your own ego talking to you. It's I think it's a, it's a hint about what God may have in store for you. And I love what you're doing. I love the, the, I'm sure as you're listening to this, you can hear in David's voice, the sincerity and the integrity. I can tell you for sure. It's real. And I think you're really helping a lot of people and I just appreciate the work you're doing and the fact, we get to hang out together sometimes during that process.

David Lee Martin (32:12):

I very much appreciate it as well, Ray.

Ray Edwards (32:14):

Where do people go on the web? If they want to take a look at the academy or learn more about you or what you're doing, or books you've written, et cetera.

David Lee Martin (32:22):

Yeah. Yeah. If, um, the Christian Creative Academy is that ChristianCreative.Academy. If people want to go there, they can, they can find out more about what we do with the academy there. And I blog and podcast every day, best place to find me is DavidLeeMartin.com.

Ray Edwards (32:43):

I'm just going to maybe embarrass you a little bit, but you're one of the few people I give advice to people. A lot of the times it's the same advice and frankly, hardly anybody ever does it, but that whole podcasting and blogging every day was, I believe we were in a meeting. I said something about doing that and you started doing it and you're still going,

David Lee Martin (33:02):

Oh yeah. I mean, I was in a meeting with you and I was saying, oh, you know, I'm thinking of doing a podcast. And Ray said, okay, well do it today. Now I had never, ever done a podcast. So it took me a couple of days to even figure out how to do it. But, um,

Ray Edwards (33:20):

But you did it!

David Lee Martin (33:22):

And I did it. Yes, I do. I do a daily podcast. I'm on, I think, um, today I recorded episode 160.

Ray Edwards (33:34):

Wow.

David Lee Martin (33:34):

And if I can give advice to anyone, this is just, this is, this comes as a bonus; don't over-complicate things. I was, over-complicating it thinking that, you know, I've got to do all sorts of- have all the gear and all of the software and, you know, I've got to kind of do, I, I have done some interviews. I mean, you you're, we're doing an interview right now, but man, the way I figured if this is actually going to happen, I've got to remove all of the friction and the resistance. So I thought, man, I'm just going to talk for five or 10 minutes every day. And I've bought a decent mic and just jumped in and in the doing, we discover our voice. It's, it's we discover our voice by using it, whether that's using it in writing, painting, podcasting. Sometimes we're waiting for our voice to land upon us, to drop out of the sky and suddenly realize, oh, wow, this is what I was born for. But I think sometimes God's just waiting for us to start moving. And, uh, I, you know, I've told people often the inner it's very difficult to move a stationary vehicle. You know once the wheels are rolling, even if they're just rolling slowly, you can actually begin to steer that, um, and so, yeah, get started. I mean, if, if you get around Ray for long enough, it won't be long before you're doing a bunch of stuff that makes you feel very uncomfortable, but also also very happy that someone didn't let you off the hook.

Ray Edwards (35:19):

Nice.

David Lee Martin (35:19):

I've got to thank you for that, Ray.

Ray Edwards (35:21):

Oh, thank you. It's my pleasure. You want to say a word or two about your book and the bundle or...

David Lee Martin (35:26):

Yeah, I've written, I wrote a book recently that speaks to a lot of what we've been talking about here called *Faithful Creative*. Um, you can just go to FaithfulCreativebook.com and really just boils down a lot of what I've been working on and working in over these past years with regard to discovering that creative call that God has placed within us. Um, and something that I call the Five-Stone Framework like David, the King David, not this David, King David before he was the king, went down to the stream and took out five smooth stones to slay Goliath. Now, apparently Goliath, if you read the scriptures also had four ugly brothers. So I guess David was just stocking up just in case the brothers turned up as well. But I found, I found like creatively, often people have Goliaths that stand in their way. Whether it's insecurity, whether it's fear of what other people will think or say, what if I fail, whatever, you know, all sorts of different things that I like that Goliath standing on the field, taunting them and trying to get them to back off, back into the crowd. You know, Just stay safely in the crowd, don't stand out, don't stand up, don't speak up. And we need a framework. We need these what I call the smooth stones to break through that resistance and slay those giants. Um, and so I talk about that framework in the book as well, which I believe is really powerful because it's not complicated. And, you know, anyways, you need to read the book to benefit from those.

Ray Edwards (37:16):

Yes, you do need to read the book, it's called *Faithful Creative* and it's at FaithfulCreativebook.com. Perfect. We'll give you links to all these sites in the show notes for today's episode and David, I just want to thank you for taking time to have this conversation and thank you for the work you're doing.

David Lee Martin (37:36):

Thank you, Ray. You're a blessing to many, and I'm one of them. Bless you, man.

Kris Edwards (37:41):

Big thanks to David Lee Martin for joining us this week. For a complete transcript show notes and links from this week's episode, visit Rayedwards.com/542.

Announcer (37:55):

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