



## Ray Edwards Show, Episode 559 3 Keys to Real Success

### **Ray Edwards** 00:00

What you need my friends is not immediate success, but you need immediate results.

### **Announcer** 00:08

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### **Jingle** 00:22

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### **Ray Edwards** 00:32

Ah, yes. Today's episode is Three Keys to Real Success. And if you detect a note of a big qualifier on the term "real success", you, my friend, are most astute. Well deduced, Holmes. Welcome back to the show. I'm so glad to have you here. And I want to talk to you today about three keys to real success. What is real success? Real success is sustainable. It is systemic, and it is good. It's not at all costs, the most profit. It's not at the expense of other people, the most profit. Real success is good in all dimensions of life, for all the people that that life touches. And that's pretty deep, But it's important that we realize. That's what we're gonna get into today, as we discussed the three keys to real success. So let's go after this.

### **Ray Edwards** 01:39

Earl Nightingale defines success this way, let's start with that. Let's just define success clearly. Not by what it's not, but by what it is. Earl defined it this way, he said, "Success may be defined as the progressive realization of a worthy goal." There is so much packed into that very short summary. Success is the progressive realization. So you're making progress. If you're making progress toward a goal that is worthy. And what does worthy mean?- worthy of your calling worthy of your beliefs worthy of your values worthy of the admiration of others. So much packed into this, it's such a powerful definition of success. And because the prep the progressive realization of a worthy goal, it means you don't have to wait until your bank account hits a

certain level, until your profit margin hits a certain level. If you're making progress, you're already a success. That doesn't mean you've crossed the finish line doesn't mean you made a touchdown, but you're making progress. And progress is the name of the game. In fact, progress it has been said is the real thing that people need in order to feel fulfillment, not just happiness, happiness is important. But fulfillment. Tony Robbins talks about, we have a desire to chase after two things. They are the science of success and the art of fulfillment. And it's really not possible to have either sustainably, without the other. We need success. And we need fulfillment. And fulfillment is tantamount. We're doing that which we were called to do. We're doing the thing we were put here on the planet to do what we were created for- that is the name of the game. So knowing what success is a progressive realization of a worthy goal.

### **Ray Edwards 03:33**

Let's move to key number one, to success to real success. Key number one is something I discovered as I was working with some members of my coaching group, and my mastermind group, and that is you don't need more how-to, you need more of one good why-to. Let me restate that more clearly. You don't need more how to. You need one good why to? Here's where that arose from. In my discussions with coaching students and with coaching groups and mastermind groups, what I've seen over and over again, over the years that I've been doing this, and it sounds weird to me to be saying that- I've been doing this for years because I still feel like a beginner in many ways. But it has been years and quite a number of them. And what I've seen over and over again is what we want. I'm not gonna say what the students want cuz we're all students. What we want is more how-tos. If I'm working with a mentor, I want to know how do you do this thing that you do? If it's Michael Hyatt, I want to know how are you so productive in your company there at Full Focus? And by the way, congratulations to my friends at Full Focus, who have just successfully completed their rebranding. They're a bigger and better company than ever. They're an awesome example and I love Michael, and Megan, and all the folks that are at full focus. Kudos to you, my friends. So I want to know, how did you do that? I want to know the behind-the-scenes, the very specific things. This is what Seth Godin talks about when he talks about how he doesn't want to discuss the kind of pencil he uses to write with. And he's referring to something Stephen King said, Stephen King was speaking at a Writers Conference. This is an apocryphal story, I couldn't really track down when and where this is actually said. But he said, "Somebody always wants to know exactly the tools I'm using. It doesn't matter what pencil I use, or what typewriter I use," and yet we're endlessly fascinated with those how-tos. How did you run those Facebook ads? How did you create your digital course? How do you do fill in the blanks, we think we seem to think that the only thing we lack to be successful, is the how-to. And that is in fact, incorrect. Because the How to, as Gary Vaynerchuk points out so readily, is easily available, you can Google it. Anything you need to know how to do, you can Google it, and you can pull up a YouTube video. Like if you're watching this on my YouTube channel, then you can pull up this video. Or you can listen to a podcast or read an e-book, there's so many ways to Google and find out information. Now admittedly, some of the information is old or out of date, or just plain wrong. So you've got to go through that vetting process. But you can find the how-to. It is findable, it's find-out-able. So if that's not what we need, then what do we need? We need one clear why-to. Why are you doing what you're doing?

### **Ray Edwards 06:45**

Now, some will argue that you don't have to have one big compelling why in life that compels you to do everything. And I suppose they're right, you don't have to. But I believe if you have divided whys like I want to serve God, I want to serve my country. And I want to serve my family. And I want to serve my hobbies. And I want to serve my best interest. And I want to pursue my interest in this or that, and... It becomes very confusing if you have all these divided loyalties. And some of you are already way ahead of me realize, well, they don't have to be divided. If you

set your priorities in order correctly, one flows into another. I want to fulfill- this is my big why- the purpose God had for me when he placed me on this planet. And I currently, my current verbalization or expression or understanding of that is that my mission here is to be an example of what is possible for someone like me, as a kingdom business person. And what I specifically mean by kingdom, I'll explain it, you don't have to share this belief- not required. I'm just telling you, my big why. My big reason why. And Kingdom means to me the kingdom of God. The kingdom that Jesus spoke of when he walked the earth. He said during his walk here on earth as a human being, he said, The kingdom of God is at hand. And things that we know about God's Kingdom is it's filled with love, mercy, peace, joy, righteousness. And so I feel that my big why is to demonstrate what is possible for someone operating in the mindset and the environment and the culture of the kingdom in business. That means that I'm not stirring up trouble and anger and strife. I'm bringing peace, joy, righteousness, and love. That's my situation. That's my solution to every situation. So that's my big reason why. So if I have that as my big, compelling reason why I do everything I do, that aligns all my goals, and tasks, and activities in the other parts of my life. Anything that's in conflict with my main reason why is in conflict with my main reason why, so I'm not going to do it. I'm going to stay in integrity. And many people use the word integrity to mean honesty and being ethical. And that is a common usage definition of what the word integrity means. But truly, at its root, it means integrity is the structure that holds it all together. It has integrity. And so that's the that's how I think of it in this context as that. So key number one to real success is you don't need more how to you need more, you need one, good why-to. And where this applies, that I see happen so much in the marketplace that we serve, which is online course creators, people who are launching digital products, people who are building membership sites, speakers, authors, trainers, coaches, these are the people that I normally work with the most through my company. And all of these people, I believe, at one time or another get caught up in the idea I need to absorb all this, how-to information about how to market online, how to do digital marketing, how to do copywriting how to do podcasting, how to do YouTube, how to do SEO, how to do blogging, how to do Tik Tok- Do you follow me? And what you need is not to learn all the how-tos before you get started what you need is one good why to- Why am I here? Why am I doing this for? Once you have that, then you can figure out what the next how-to is you might need. Maybe you don't need to how to, maybe you need a who to. Maybe who's gonna do that for you? That's something to think about.

### **Ray Edwards 10:42**

Success key number two is you don't need to get it perfect. You just need to get it started. Come on. This is This is big. This is huge because so often we put off getting a thing started because we're working so hard to get it perfect first. I'm not going to publish a YouTube video until I get it perfect. You know who helped me get over that? Two people, Sean Cannell, Sean Cannell over at Think Media, my dear friend, who says you just got to press record. You got to punch fear in the face and press record. Love that. And Diana Gladney, my also dear friend, and she does most of our video editing. All the video editing, you see, that's really good, she did. All the stuff that's really bad. That's me. Just want to make that clear. They both have communicated to me, clearly, Ray, you don't need to get it perfect, just get it started. And that means we're all going to start off making videos that are not our best. Writing copy that is not our best, creating TikToks that are not our best. Because our best just gets better. As long as your best gets better, and you continue to improve. That's all it's about. Nobody starts off perfectly. Everybody starts off with their first video being bad for them. Now, let's don't get into the comparison game with other people. Because I know there are people on Tik Tok, who came out of television news. And they've got all this editing knowledge and makeup and lighting knowledge. And so they come on board, Tik Tok, and they're making these pro-level videos. And if you use that as your comparison, if that was the bar you're looking at to say, I gotta at least be that good to get- no, no. Unless you came out of the same background. And even then you need to look at it compared only to yourself. Where you were yesterday. And if you've never made a Tik Tok video

before, then good news, there is no bar other than get your first video published on Tik Tok and then make the next one a little bit better. And the next one a little bit better. Just be 1% Better than you were last time. And sometimes you may even fail at that. But you don't fail if you learn something from it. So even when you're comparing yourself to yourself, you might look back and say my last podcast was so much better, Ray, and this one was bad. Well, you stumbled, take another step, keep moving forward, you don't need to get it perfect, you just need to get it started. I would add to this success key number two, this corollary, which is you don't need to keep it perfect. You just need to keep it moving. Just keep going. If you goof up, you have a technical problem, you make a mistake, keep going. Don't quit. In my estimation, the only way you can fail is if you fail to learn from the experience you just had.

### **Ray Edwards 13:36**

And then success key number three is you don't need immediate wins, you just need immediate results. This ought to set some people free. Because I've been talking lately if you listen to last week's podcast about beliefs, where I said I don't believe most people who tell me they believe what they're doing is going to succeed because I don't see the evidence in their business in their life. I don't see the results. This is something I learned from one of my coaches and my very good friend, Brooke Castillo. She doesn't know we're good friends yet, because we haven't yet met. But we're going to. And when we do, she'll realize what great friends we are.

### **Ray Edwards 14:21**

Tip of the hat, Brooke. So she had this episode where she talked about what she called believing harder, you have to believe harder. And when you believe harder, she says this is my interpretation, so if I got this wrong, from what she said, then that's on me. But this is what I walked away from listening to that episode. And it was this. If you believe in what you're doing, there'll be evidence to back it up. The evidence will be results. And some people get freaked out and they say oh, I just have 10 failures. I don't have 10 results. 10 failures are results. And you might say well, but a string of 10 failures is failure. Only if you fail to learn from it. So what I don't believe is people who tell me they believe in their business idea or their mission that they're on. But they're not doing anything, they have no results. Sure they have no wins or successes. But they have no failures either because they have done nothing. To me, that person does not believe. So when they tell me they believe what they're doing, they believe in your business or their idea, then my response is, I don't believe you. That's, that's from last week's podcast, you can check that out to get the full story on that. But you don't need immediate wins. That's the thing I want you to focus on this week. This is success key number three for this week's show. And that is you don't need immediate wins, you do need immediate results. So just do something. Publish the podcast, publish the YouTube video, send the email, post a blog post, post on social media, run the social media ads. And if it's a loss, that's a result, you can learn from it, and then you can move on.

### **Ray Edwards 15:56**

So success key number one, just to review was, you don't need more how-to, you need one good why-to. Don't let endless "learning" be your disguise for procrastination, which is a disguise for fear. Success key number two, you don't need to get it perfect, you just need to get started. And success key number three, you don't need immediate wins. But you do need immediate results. In other words, you need to do something. And that takes us to my final point, which is a quote I want to share from Graham Cooke, whom I heard say earlier this week, "behavior is the echo of belief." That a strong. Behavior is the echo of belief. Want to see what somebody believes? Look at their behavior. And you will know this is similar to another saying that I love, which is where Jesus said, "Out of the abundance of the heart, the mouth speaks." In other words, what's inside of us comes out, just listen to what people are saying. They'll tell you

what's inside of them. You'll learn just by listening. So there you go. What about you? Are you exhibiting these three keys to to real success in your business in your life? I hope you are. And if we can assist on that journey, we'd love to do that. In fact, I would love to invite you to be part of something we have going on coming up in the very near future- The Five Day Sales Page Challenge. We're going to take five days, starting March 7, to craft your sales page. This is something that if people tell me, "Ray, I'm not making the money online," I usually ask them, can you show me the page where I can press a button that allows me to give you money for something you're selling. Now that is a concept I owe to Robert Plank, RobertPlank.com. One of my friends and he's become a digital mentor of mine. And he's the first person ever heard say that. He said, "Well Show Me the Money button. Where's the button, I can press online to give you money?" And most people will answer me, "Well, I don't have one up yet, because I don't have the perfect sales page up yet." This is a stumbling block for a lot of people. Having a good sales page is a stumbling block and it's one of those things that people will tell me I need more how to. I need to learn more about copywriting before I put that page up. You just need to get the best page up you possibly can. And this is a way you can do it with no excuses. This is a free challenge we're doing. Go to [fivedaysalespage.com](http://fivedaysalespage.com) and register for it. It begins on March 7, we're going to take five days, walk you through our new improved upgraded templates and checklists. And if you'll join me every day for a short period of time, I'll walk you through the process. And we'll write your sales page together. We're giving you the templates, we're telling you most of what to say. All you've got to do is insert your product info, and then follow the procedure we give you which will make the copy your own and should make it convert better than anything you've seen before. That's been our experience and that of our colleagues and clients in many cases. So join us for that. As I said it's absolutely free. And again, you can find that at [fivedaysalespage.com](http://fivedaysalespage.com). I hope you'll join us. Until the next time, my friends, I just want you to remember you don't have to get it perfect. You just have to get started. God bless you- may he do more for you than you could ask or possibly imagine. My prayer for you is Peace to you and peace to your house. See you next time.

**Announcer 19:20**

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