



Ray Edwards Show, Episode 560 Entrepreneurs Step Up

Ray Edwards 00:00

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Announcer 00:10

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

Ray Edwards 00:19

Well, it seems the world has gone insane. We might just be on the brink of another world war. Just this past Saturday, Sean and I were at the coffee shop, talking about the fact that the invasion of Ukraine by the Russians and the threatened invasion of Taiwan by the Chinese seems very ominously similar to circumstances we saw just before World War Two broke out. And it looks like it's possible, we may be looking at the beginnings of the next World War. I hope that's not true. I don't want to get into a huge discussion about that. But I do want us as entrepreneurs, you and I, to think about what should we be doing right now. I mean, a lot of us have expressed the desire to just give up based on what's happened over the last couple of years. There are many entrepreneurs who've done just that, who closed the doors on their business and said, enough's enough. I'm tired of the high taxes. I'm tired of the hostility that my government, my federal government, and then if you live in a state like Washington, my state government, where they're hostile to small business people, and make it difficult to want to be in business. So a lot of business owners have just said, You know what to heck with it, I'm just gonna quit. I'm gonna cash out and go do something else. Please don't do that. We need you now. We need You now of all times, the last thing the world can afford right now is for the producers, the ones who actually create jobs, governments do not create jobs. The US federal government does not create jobs. Entrepreneurs, small business people create the jobs, we need you to keep doing that. keep producing goods and services. Because that's how we're going to combat this war. I can't do anything about the war or not war or whatever. Whatever is the thing is, is going on in the world right now, that seems kind of scary. The only thing I can do about it is do my job, which is be an entrepreneur, produce value, create products and services, serve other business people. That's what I do in my business, and do it to the best of my ability. And this is why I'm going to recommend several books for you this week. Yeah, we got homework for you to do. The first one I want you to read is this one. It's by my friend, Michael

Hyatt. It's called, *Entrepreneurs Will Save the World- Why the Best Hope for Our Economy is You*. And then on the back cover. It says, What if answering the needs of an impossibly complex and increasingly uncertain world begins with you? Are you constantly thinking about what's possible? Do you see potential solutions? Others seem to miss? Do you often think about new business ideas? Have you gotten up close and personal with failure? Do you have a desire to serve others through your business? If so, you're probably an entrepreneur. Being an entrepreneur is about your mindset, how you approach life. In recent decades, this is the crucial part. Michael says entrepreneurship has declined with real world consequences. Reversing this negative trend requires equipping people like you to turn your ideas into action. This book will help you do that. I strongly recommend you get it. It's a short read. It's a thin book, but it's powerful. It will encourage you and it will equip you to get the things you need to do done, and done well. So that's number one book recommendation and homework for you. Next topic and next book, the subject is our screwed up ideas about money. You know so many of us who are believers, followers of Jesus have been sold a lot of ideas that are just wrong about money. That's why I wrote this book and why I recommend you get it and read it as part of the assignment from this podcast. Because yes, now this podcast is handing out homework. It's called *Permission to Prosper- How To Be Rich Beyond Your Wildest Dreams*. I know that title offends some people. That's why I titled it that way. Because we need to be shocked out of our old attitudes about money, false beliefs about money, so often robbing people of their best opportunity to serve God, love people, and to steward the wealth God gives. Cultural programming his deeply embedded wrong ideas about wealth, money and morality. These wrong ideas, and not greed or avarice, are the biggest sources of poverty in the world. In *Permission to Prosper*, I offer three startling premises. First, God has promised you prosperity. Now, this doesn't mean that if you love Jesus, you get a Rolex or a mansion. That's not what this is about. That's abhorrent to Me. But God did promise you prosperity. Now what does he mean by prosperity? We dive into that in the book. Second, God has a purpose behind this prosperity. And it is not necessarily that you give all your money away. And third, the practice of prosperity is a spiritual activity. In this book, I tell you how to practice prosperity in that way. I think this is important for entrepreneurs today. It's really important for everybody, every believing Christian, but especially for entrepreneurs. Because if you're a follower of Jesus, you, when you accepted Jesus, became part of the kingdom. Now, if you're not a follower of Jesus, if you're not a Christian, please don't go away. This should be helpful to you too. But this part will be over soon, we'll move on to the next thing. And I've got more, I think it's going to help you as well, as a follower of Christ, you're in the kingdom of God. And when you became a Christian, you came under his kingship. And that means that everything you do is now kingdom. So we don't have Christian business. Meaning now we have to put a fish on our window, or we have to put bible verses on our business cards, you can do those things if you want to. But a kingdom business is something different. A kingdom business is somewhere that you may never utter the name of Jesus out loud, there may be no Christian signs or symbols in the business. But when people walk in the door, they feel a sense of peace. They feel honored, they feel safe, they feel the presence of God, they wouldn't identify it that way. But that's what's happening. Because you carry that kingdom around with you everywhere you go. Just like Jesus said, When he went places on the earth, you can and should say, and should feel as though the kingdom of God is at hand. I brought it with me. Now, that's a deep subject. And we cover that in the book, I really encourage you to consider getting this book, reading it. And thinking of your business as a kingdom business, doesn't mean it has to be overtly preachy or Christian. But it means you're approaching business with love with honor and with excellence, as if you represented the king,

because you do. Next book, written by my friend, Michael Hyatt, again, this one's called *The Vision Driven Leader- 10 Questions to Focus Your Efforts, Energize Your Team and Scale Your Business*. I think I've already made the case for why entrepreneurs are important to the world today. Well, it should follow them that it's also important that they succeed, and that they create more wealth and more revenue for the economy and more jobs. Because politicians don't create jobs, entrepreneurs do, we need you to have a vision where there is no vision the people perish. You, as the entrepreneur, are the visionary. And your job in your business is to share the vision with your people. So they can grow and scale that business. And it gives them more opportunities to create jobs, which creates income, which allows people to put money in the economic system, which keeps the whole thing going.

Ray Edwards 08:03

That's why this is so important. The next book is Andy Andrews, *How Do You Kill 11 Million People? Why the Truth Matters More Than You Think*. I'm not gonna say too much about this book, except it's a very short read. But it's very powerful. In some of my workshops, I distribute copies of this book, and have people read it right there in the workshop. And it has brought some of our attendees to tears, it has shifted the course of lives. It's that powerful. Get this book if you get no other book that I'm recommending today, get this one. *How Do You Kill 11 Million People? Why the Truth Matters More Than Ever*, and boy, does it. This is going to be my final recommendation for the day and my most important recommendation. In a recent interview, Jordan Peterson made the statement that a harmless man is not a good man. A good man is a very dangerous man with that danger contained by will, self control, and morality. When the interviewer wisely asked Jordan Peterson, "Well, how do we become more dangerous?" Peterson immediately had the answer. He had obviously thought about this beforehand. He said, "Become more articulate. The ability to powerfully articulate ideas changes the world." This explains the impact Jordan Peterson has had on a world that seemingly did not want to hear his ideas except he articulated them so well, he became a leader of millions of people strictly through the power of words. And one of the best ways I know you can get good at this skill of communicating persuasively and powerfully, is to get a copy of this book, *How To Write Copy That Sells* by Ray Edwards. I know it's kind of self serving, but it's true. This is a book that will help you understand the methodology behind writing persuasive copy that, yes will sell more of your products and services. So it's important for that reason, but beneath that surface level, understanding the techniques and tools in this book will help you articulate your ideas powerfully about anything. About your business, about your belief systems, about your politics, about your religious beliefs about your love for your spouse, any communication you engage in, will become more persuasive and more powerful, because of what you learn in this book, and I spell it out step by step. And I strongly recommend you get the book and start practicing these techniques. These are all things we need from you as an entrepreneur in today's world, I'm asking you, I'm saying to you, now is the time to step up. Be a leader, be a force for good, be a force for God, we need you now, even if there is no war on the horizon. Look, I don't want there to be a war either. None of us do. And I hope we're able to bypass that and move on to a more productive way of solving the world's problems. But I know this, when that time comes, the people who are going to solve those problems are you and me, entrepreneurs, under the leading under the guidance, and in humble service to the Lord Jesus Christ, as we serve the world with love. That's what I got for you this week. Links to the books are below, read them, study them. I'd love to hear from you, how or if this is helping you. And until next time, I pray that God blesses you with more good things than you can possibly ask or imagine. That he gives

you long life and prosperity, and that you are granted peace for yourself and peace for your house.

Announcer 11:41

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