



## Ray Edwards Show, Episode 572 Your Greatest Assets In the Recession

**Announcer** 00:00

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

**Ray Edwards** 00:18

Everywhere we turn today we're hearing talk about the recession, and it's not an unfounded fear. It is probably going to continue to get worse in some sectors in some ways, things are going to continue changing. And what I would say to you about this is, don't let this fill you with fear, don't let it cause you to freeze, to doubt, to take any steps back. And this is not just a motivational speech. This is because I've lived through a few of these. The first one was when I was a wee lad back in the 1970s, during the presidential administration of a president called Jimmy Carter. And what I remember about that recession is my mother was selling real estate, in a market that had double-digit interest rates on homes. So it was like 14% mortgage rates, super tight credit, hard to get the credit, crazy inflation, there was rationing of gasoline, those of you who were around remember gas lines in the USA. It was a frightening time for many people. We've been through several recessions since then, that to me the latest before the whole COVID thing happened, there was the 2008 collapse of the banking industry in the US if you saw the movie, The Big Short, you know, I'm talking about if you lived through 2008, 2009, 2010, you saw many businesses closed, people lost their homes, mortgage companies collapse, the government bailed the banks out, even though the banks broke the law, none of those people went to jail, but other people did. There's a little commentary contained in that but you can make up your own mind about what happened, then COVID came along. And now we're coming out of that. And we're seeing as we begin to pay the piper, for things that we did, I'm not saying the things were right or wrong, but we gave away lots of money, we printed lots of money. And when you print more money than money that's out there when you have a fiat currency, this is not a pitch for Bitcoin or blockchain, I'm just saying we have currency that's not backed by anything other than the full faith and credit of the US government, you print more money, every dollar becomes less valuable. That's just the fact that nobody can deny. So what do we do? Are we should we be afraid we'd be all moving to Idaho and living in a compound?

Underground? I don't think so. I think as entrepreneurs, this is where we get to shine. What I know is if you look back historically, over all the years in which there has been recession, and even depression, I'm not talking about the emotion depression, I'm talking about economic depression. That's where the most millionaires began their businesses. That's where the biggest name companies of today, Zoom began in a recession. This is just the history. And remember, those who refuse to learn from history are doomed to repeat it. So we can repeat the side of history where people went, broke and lost all their money and lost all their hope and just gave up on life. I don't recommend repeating that history. I recommend we repeat the history of the entrepreneurs who looked and saw, there's going to be a need for me to serve even more than there ever has been. In whatever industry you happen to be operating in. There's a need for you to be a leader. And to lead, first of all, with confidence. The most important asset you have as an entrepreneur is your confidence. And that comes from your own sense of purpose, and meaning and why are you here? Why are you doing what you're doing? I saw Gary Vaynerchuk speak this week, live in Las Vegas at my friend Sean Cannel's event, and Gary said, you know, he said "the reason I've succeeded where others have failed is because I'm really good at being me". And there's so many people who try to be like Gary, and they're not like Gary, and it doesn't work for them. But it really resonated with me when he said, I'm just good at being me. The more I get good at being me, the more success I enjoy, and that means me with all the quirky parts. That means the me that loves the books and the philosophy of Ayn Rand and loves the book, the Bible. They seem to be at odds a lot of the time. In some very strange ways. They're very much in synchrony with one another. But Ayn Rand was a devout atheist, a vigilant atheist. Although one of her favorite philosophers was Thomas Aquinas one of the early leaders in the faith we call Christianity. He was arguably one of the world's greatest philosophers and one of the world's greatest theologians at the same time. So I love the Bible. I love Ayn Rand.

### **Ray Edwards 05:17**

I love my family. I love my pugs. I love my lifestyle. I love my friends. I love the way my business operates. And it's so different than the way other people operate but I'm okay with that. Because I'm just being me. I have Parkinson's, I don't love that. But I, I love what God's enabled me to do because of it. And instead of trying to hide it and present an image, that's not true. I'm stepping more and more into my identity, just who I am just being who I am. The new book that Jeff Goins, and I just turned into the publisher a few weeks ago, and we're just now beginning to hear back from him on the manuscript, we have some more work to do. Not a surprise. That's how it works. But that new book will be a lot about that journey. And a lot about how I've taken what I've learned along the way of who I am. Being a copywriter is an identity I longed for a long time to just move past I want to be something bigger, something more, something greater. That's what I thought. And I went back and looked at my spiritual history, my my diary of my spiritual- the spiritual events in my life had been shaping formational moments for me. One of them was when a lady named Rhea Perry, R H E A, Rhea Perry said to me at an internet marketing conference a long time ago, she said, "I know who you are, you are God's copywriter". So I own that in my heart, and I carry it boldly. And that makes me good at being me. It makes me really weird to other copywriters. But that's okay. Because there's some people who want my particular brand of weird, and you know who you are. So confidence, your number one most important asset. Your next important asset is culture. Who do you surround yourself with? And what kind of culture do you create in your own environment, in your own business? That's important, you get to decide how to be who you are, and give other people the freedom to be who they are within your business, within your circle of friends within your community

within your life, you carry a certain culture with you wherever you go. I just encourage you to be conscious about what it is. Which leads to number two, which is clarity. Clarity doesn't mean I know all the answers to everything in life, it doesn't mean I know all the answers to where my business is going to be 10 years from now, it means I know what I'm doing right now and why I'm doing it. I know who I am right now. And why I am the way I am. Clarity is something you want to have in your messaging. We know it's important. So many of us have studied the work of Donald Miller, who's a good friend of mine. Clarity is power, though, which is not the ability to rule over people power is if you look it up in the dictionary, it's actually the ability to get work done the potential to do things. The next area that you need to grow and thrive during the coming recession and be able to really seize the opportunities that are in front of us is community. We have that here. We have a community where we share a lot of core values. We don't agree on everything. I'm sure you don't agree with everything I say, even though you should-no, don't accept anything I say on faith. Test it out in your own life. Test it out against the word of God. I share it in good faith. In other words, I share it because I believe it's true. And I believe it'll help you. But always, always check in the spiritual realm to see if it resonates with you. It may be right for me and not right for you. And that's okay. That doesn't mean there's not any truth. That doesn't mean I sign off on the, on the idea that you have your truth and I have my truth. Now there's just truth, like the law of gravity is a truth. You don't believe me? Jump off the top of the Empire State Building, you will lose a bet against gravity every single time. Well, you only get one time. That's the proof. Don't try that. Don't try that experiment it's a joke. And the final thing I want to share with you that you should have for this journey of really thriving during the recession is courage. Because there will be lots of voices trying to influence you that things are really bad and that you're going to fail. And some of them you'll buy into and you'll listen to and you must not allow that to deter you. Courage is not having no fear. Courage is being afraid and moving forward anyway. That's how we conduct ourselves as we go into this quote recession, which could be I think better stated as renewal. Reset. Revival. Let's revive our businesses. Let's revive our passion for what we do. Let's revive our passion for people. Let's revive our love of God and our adherence to His Word. Let's revive, let's come alive again. That's what revive means. This is our time to live.

**Announcer** 09:35

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