



## Ray Edwards Show, Episode 576 This is Your Time to Become a Millionaire Entrepreneur

### **Announcer** 00:00

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### **Announcer** 00:11

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

### **Ray Edwards** 00:19

Hello, beautiful person. Ray Edwards here with seven reasons why now is the time for you to become a millionaire entrepreneur. Yes, now. Now during the recession. Now during the hyperinflation. Now during the time when everyone is running about like Chicken Little, "The sky is falling, the sky is falling", panicking, making crazy dumb ideas and decisions. You, however, are going to take a deep breath, and you can be excited, just don't be afraid. Because now is our time. Here are seven reasons why now's the time to become a millionaire entrepreneur. And let's start with this. What's an entrepreneur? Well, I just read a great definition of an entrepreneur, which is something that Ryan Moran said, Ryan owns capitalism.com. Ryan and I are great friends. He doesn't know that yet, because we have not yet met. But we're going to meet very soon, and he'll understand that we're great friends. So thanks, Ryan, in part for inspiring today's podcast. Ryan says an entrepreneur is someone who takes responsibility to solve a problem that was not of their own making. That's powerful. That's where you and I look in the marketplace and we see a problem, and we say, "I can fix that. In fact, I'm going to fix that". And that's our business, solving that problem. So if that to you resonates if you think yes, that's why I'm an entrepreneur, it's not just to get rich, although getting rich is probably going to be a side effect of that if you do a good job solving that problem. Heck, even if you do just an adequate job solving the problem, you can become a millionaire. If that's you, here are seven reasons why now is the time. Do not do what so many people are doing which is becoming afraid, shrinking back, not investing, not working, just kind of hunkering down and wanting to ride out the storm. We don't need people to ride out the storm. We need people to captain the ships now. So here are the seven reasons why now is the time. First of all, now is the time to reform the good habits that will carry you through and will help you survive and thrive long term. You want to act to survive and form habits to thrive. And you can do those things at the same

time. Just don't get stuck only in survival mode. Because survival mode is that panicky state where you're afraid the tiger is chasing you. The tiger that we're looking at now is really a thought construct. It's how we think about our day-to-day life. We're not going to be focused on the fear and panic that's in the mainstream media right now, which they're concocting for their own purposes. We're going to focus on solving the problems of our customers. And that's how we become millionaires by actually solving real problems. Reason number two why now is the time to become a millionaire entrepreneur- Now is a great time to build a business you can scale. But right now is also the time to build a business that will scale by doing unscalable things first. That's how you lay the foundation. What am I talking about? Well, here's a for instance, if you listen to Gary V at all, you know, he tells the story over and over again, of how he built his business. Like for the first 15 years, he answered all the comments on his social media himself. He says he spent 12 or more hours per day, something like that, I heard him say this recently 12 or more hours per day answering those comments and questions directly personally himself. And his friends used to laugh at him. And who's laughing now? Exactly. That's an unscalable activity. At some point, he had to give that up in totality. He still answers so many of his comments on social media, I mean more than most people who have a following way smaller than his. So he's still demonstrating by his actions, the correct way to do this, which is to do the unscalable. I think the message I'm trying to get across to you is you are more scalable than you think. You think you can't answer all the comments on your social media posts when you only have like 20 every day. But meanwhile, you're spending time, my guess is, if you really analyze how you're spending your time during the day, there's some really unproductive activity you could abandon or assign to someone else, and you can have very productive activity, connecting with people in your social feed, connecting with people on your email list, connecting with your customers or your prospective customers. Wouldn't that be a better use of your time? It's unscalable. It's also uncommon and unusual. And it's unassailable when it comes to making connections with your customers, and making more sales, so right now is the time to be reforming your habits, and doing that unscalable stuff that nobody else will do. That's really important because your competition won't do it, it'll give you a huge advantage. Remember this thing from my virtual mentor Earl Nightingale, who said, "Successful people consistently do the things, failures don't like to do." And as a sidebar, most of the time, successful people didn't like to do them at first either. Notice I said at first. You can train yourself to do things you don't like to do. And you can train yourself to actually like them. Have you ever done that? I know I have. It's possible. Successful people consistently do the things that failures don't like to do. Reason number three that now during the recession is the very best time to become a millionaire entrepreneur- It's because all the assets are on sale. When prices go way down, it's time to start buying up assets. If houses that were three times the price are now 1/3, the price time to buy up the houses, time to buy up the supplies that are now less expensive than they've been in many years. Time to buy up the people who are out of work and I say buy up the people that don't want you to mistake what I'm saying there. I'm saying, now's the time to invest in the talent, the people who will help you build your business and solve the problem that you and your company are uniquely qualified to solve. So now's the time to invest in the assets and the people that will give you the advantage in the future. Now is especially the time to invest in and acquire all the attention you can get. And by attention, I don't just mean doing crazy or stupid or weird things and get people's attention. That comes and goes That's the joke about being TikTok famous, right? You do one video that's kind of crazy and wacky, it goes viral, it takes off you get a million views. That's not a business. That's an accident. That's a stunt. But what is a business is, if you're on TikTok building your account, talking only to your people, the people who want to hear

what you have to say, and building a loyal engaged following. I have a very weird niche on TikTok. It's about copywriting and marketing your business. There's just not a lot of that stuff on TikTok. Most of it is, you know, the memes with people using the trending songs and pointing to the balloons or doing the things the popular thing to do today, I'm not doing any of that stuff. I'm giving real actionable tips, tricks and tactics to use in your marketing and writing the words that sell and as a byproduct of that we're just about to cross over 4000 followers. And I think we'll hit 5000 pretty quickly because we're on pace to do that. And we're doing some live broadcasts, and just having a lot of fun on TikTok, and building a loyal engaged following. I'm investing heavily in TikTok, and in Instagram, and in Facebook, because getting that attention on your business, on your specialty, right now is the time to do it. It's easier to do it now than it would be at any other time in the future. Because people are looking for answers to those specific questions. So answer specific questions in your niche and get the attention now, while it's on sale. Invest in the acquisition of attention now and be wealthy tomorrow. Reason number four now is the time to become a millionaire entrepreneur, solving real problems for real people. And the reason that now is so important is because people in groups behave in ways that people individually often don't. That's why we have so many groups that are filled with fear and have this us versus them mentality. And they huddled together in these fearful corners. And that gives them a certain feeling of certainty, right? They feel like they're with people. And it's us versus them. But that creates real problems as we've been seeing over the last couple of years. And I'm all about creating more. Let's unify over the things we can do to help one another. We can have healthy differences of opinion. Of course, that's, that's good. What's not healthy is all the fear and hatred and division. So while people are running off to huddle, there is less competition. There's less competition now because so many people are afraid. They're going into hiding. They're going some of them literally are going into hiding like running off to the hills, building a cache of food and water and supplies and guns, and having a compound hidden away and some people are not going to that extreme but they are withdrawing from activity in the world and staying home and keeping their money out of the banks and you know, maybe stuffing it in a mattress literally maybe burying it in the box their backyard, that's not going to pay dividends for them in the long run. Now's not the time to hide and shrink and contract. Now's the time to invest and expand. And the good news for those of us who are doing that is there's less competition. Those who were not really entrepreneurs, but those who were technicians who are good at one thing, and they started a store or a shop or a practice because it was easy when credit was available and money was flowing, and it was the land of milk and honey, it was easy to say you were an entrepreneur then and open a business and believe you were one, because it was easy. People had lots of money, they were willing to spend it. Now as people begin to withdraw, they're going to be much more careful about what they invest their dollars in. And that's good for you and me because there's lots less competition. The people who were not really entrepreneurs have withdrawn from the field. It's kind of like what Warren Buffett says, "When the tide goes out, it's easy to see who's been skinny dipping." Reason number five now is the time to become a millionaire entrepreneur, I keep using that word millionaire because it grabs attention, maybe it's not big enough for you, maybe you want to be a billionaire. Or maybe you don't need to make a million dollars, you just want enough money to live so that you're free from stress about money, you just want to be a Chillionaire. That's okay, too. My point is whatever your definition of happiness is, that includes that certain number, million, billion, whatever the number is for you, now's the time to do it. Because think of it as a land grab. There's plenty of land available. What if you'd been able to buy up all the land you wanted in the west part of the United States back when there was land grab available, you could just go claim

the land. And for pennies per acre, you could own the land. And then you just sit back and wait. And now your land is worth many millions of dollars. That's the kind of opportunity that's available to us right now online, as we have all these platforms that are essentially free. And I know there's lots of arguments about algorithms, and it's terrible, and the government needs to do something and you know, something that is all going to sort itself out.

### **Ray Edwards** 11:51

It always has, and it will. And so the question is not, are they going to get it all sorted out? Question- is it worth you worrying about that? Or should you be investing in buying up all that land you can, when it's almost free, and I say almost free because you have to invest your time in posting on LinkedIn, on Facebook, Instagram, TikTok, Snapchat, Twitter, it takes time, even if it's not very much time. And it's not. It does take time and effort, but it's worth it. Because those who make the deepest and widest deposits of their best ideas now will be wealthy in the future. The widest and deepest deposits of your best ideas shared freely online. And that scares some of you right? Now you're thinking? "Well, if I give away my best ideas, Ray, what are people going to pay me for?" Here's a tip, a hint, a secret, if you will, people are not paying you for your brilliant idea about marketing, or your brilliant idea about fitness or health, or whatever it is you teach or speak or coach on, or whatever your product secret formula is, what they're paying you for is the confidence you give them that they can solve that problem with your help. And that's why you can have the contents of a book. like I have my *How to Write Copy That Sells* book, we actually give away, which has so many of my quote secrets about how to write sales copy. Why would I do that? Because every week now, because we've given so many copies of that book away, and sold so many through Amazon and other bookstores and so forth, that we get calls or emails or contacts every single week with people saying, "Will you write my copy for me?" "Will you look at my marketing for me?", "Will you let me pay you, your exorbitant consulting or agency fee, so you can do the work for me", because that's where the real money is. If you think that you've got some secret idea that you can only roll out very carefully to select few people, it's going to be very difficult to build a big enterprise. Those who make the deepest and widest deposits of your best ideas online now will win in the future. So get to it. Start sharing right now. Reason number six now's the time for you to invest in becoming a business owner and being a millionaire entrepreneur. Why would I recommend this during a recession and during the times of great inflation because rational optimism. Now, rational optimism means that I don't believe the best things will always happen. Clearly, that's not the case. I do know, however, that I am able to make the best of whatever does happen. That is rational optimism. There's always an opportunity in what seems to be the obstacle. Rational optimism is the ultimate advantage because it's both magnetic and contagious. People will be drawn to you because of your rational optimism and they will spread the message. That's how it's contagious. So if you're a Rational Optimist, that means during the recession and during the times of hyperinflation, you're building and growing your business while others are hiding and fearing and waiting. And that means you're two to five years ahead of your competition. By the time this all washes out, so let's go for it. Let's do it together now. And finally, reason number seven for you to become a millionaire entrepreneur right now, during these turbulent economic times- It's because you have full permission to start now, where you are with what you've got. You don't need to go buy a building or buy a huge franchise or invest in somebody's program. You can do those things if that's the right thing for you to do. We offer programs to help people start a business as a copywriter. Not everybody who listens to this podcast or watches this YouTube channel or follows me on social or reads my emails, not all those people want to be copywriters. So that's

that offer is not for everybody, many of them want us to write the copy for them, or teach them how to do it, so they can do it themselves. That is our business, your business is going to be something different. But the point is just start now, where you are with what you've got. I mean, as this all began, back when the pandemic started, and what we saw that was going to be here with us for quite some time, I began thinking perhaps we should be in a different business. I had those thoughts. And I realized no, the wisdom Ray is now is the time to dig deeper and double down on what you're best at which is communicating and teaching communication, despite whatever challenges may be thrown your way. That's still, that is still my strength. My unique ability is to be able to communicate and teach others how to communicate effectively and persuasively, with your marketplace, yes, but with yourself also, to change your own behavior. So what is your unique ability or your zone of genius, unique ability is Dan Sullivan's term of Strategic Coach. And zone of genius is a term Gay Hendricks uses to describe this phenomenon. In his book, The Big Leap, I recommend both those things, by the way, your zone of genius is the thing you do that seems easy to you and seems like magic to other people who are like, I don't know how you do that. And you look at them and think, I don't know how you don't do that. You lose yourself in that work. When I'm helping create campaigns or marketing strategy, or I'm writing copy, I get lost. Time goes away. That's my area. That's my zone of genius. That's my unique ability.

### **Ray Edwards 17:30**

So I decided, well, I'm going to start I've already started. So I can't say I'm starting but I am I'm starting every day, just like you're starting every day, every day, you got to start again. You got to get up and say okay, back at it. And either you're one of those people who gets up and goes, Man, I gotta go at it again today. Or like me, no matter how bad you thought yesterday was, you wake up and say, All right, I'm ready to take it on. Let's go. Bring it, I'm coming. That's what I'm talking about. That's the feeling you want. So start right now, where you are with what you've got whatever that is, however humble it may seem. Start now. Don't spend so much time preparing to get ready. That's a great way to never do anything. It's really difficult to steer a car that's still locked in the garage. So open the garage door, get in the car, and drive. Now's the time to get started where you are with what you've got. And those are my seven reasons why this is the very best time to become a millionaire entrepreneur. Will you join me? We're gonna be covering this more in-depth on this show in the future. So stay with us. So this show is publishing the week of the 27th of June 2022. And the reason I want to be very specific about that is because for the next few days, only, this is going to be a once-in-a-lifetime thing. We're never gonna do this again. I've got my entire digital vault of products, products that people have paid anywhere from \$1,000 up to five or \$10,000 for they're now all available to you for a one-time price, I'm almost nervous about putting this out on the podcast, of \$197. So one-time flash sale. We're doing it in honor of the upcoming American Independence Day holiday the July 4th holiday. For Americans what that means is that that's the day we declared our independence from the Empire and we became our own people. We became free for life, liberty, and the pursuit of happiness. And yes, we have some imperfections that we're working on. We got to get some things straightened out and live up to our own ideals. But we're the closest thing to it on planet Earth in my belief, and we're celebrating that independence day. And I want you to celebrate your own financial independence day your own Freedom Day. Because being an entrepreneur means that if you ask 1000 entrepreneurs, why did you become an entrepreneur? You may be surprised I have to find out the answer is not so I could get rich. The answer was because I'm tired of somebody else being in charge. I want the freedom to do what I think needs to be done

the way I think it needs to be done. I want the freedom to make those decisions. Entrepreneurs are freedom people. So we're celebrating that, but I want to help you. And I want to help you by giving you access to all my best training, I'm living up to what I said earlier, all my best training, this stuff that you're getting all together is worth \$21,000 actually a little more than that. And you get access to all of it for one payment of \$197. So to get that offer, just go to the link in the show notes. I'm not going to say the link because it will only be good until July 4th is over in 2022, then we're taking it down and putting them all back in the vault forever. But if you want all my products, over \$21,000 worth of training products, for \$197, go get them now at the link that is attached to this video or this audio or you can just go to the podcast page on my website to get this link to this offer the podcast pages at [Rayedwards.com/576](https://Rayedwards.com/576). This is the deal of a lifetime with us. We're never going to do this again. So get it now. And when it's over please don't be mad at me if you didn't take advantage of it. [Rayedwards.com/576](https://Rayedwards.com/576). Until then let freedom reign. Go out there and make your difference in the world. God bless you. May he do more for you that is good than you can possibly ask or even imagine. And until we meet again. May you live long and enjoy prosperity. See ya!

**Announcer** 21:39

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