



Ray Edwards Show, Episode 583 Power Beliefs for Business Owners

Announcer 00:00

Ray Edwards Show, episode 583- Power Beliefs for Business Owners. The Ray Edwards Show. This is the podcast for prosperity with purpose.

Ray Edwards 00:18

Napoleon Hill famously said, whatever the mind of man can conceive, and believe it can achieve. Now some will want to argue the finer points of that statement. So I'm not talking about believing that I can sprout real wings from my physical back that have feathers on them that allow me to fly. I think that falls into the realm of fantasizing or wish fulfillment. But there are many things I do believe in that other people find unrealistic. Like, I believe it's possible for us to be entrepreneurs, to get really wealthy and to do the world good at the same time. Not take advantage of people and run over them. I believe that's not only possible, I believe is preferable. I believe everybody can participate in that game. And I would love to play that game with you. And I want to encourage you to have faith within the context of your business. And I've got seven reasons why I've covered these before. But I'm taking them from a slightly different angle, I'm gonna say right now, this is I think, what distinguishes the 3% of businesses that make it overtime, from the 97%, who fail within the first five years of their existence. Those statistics, by the way, come from the US Bureau of Labor and Statistics. So that should be some authoritative backup right there, to tell you those numbers are fairly accurate. If that doesn't do it for you just think about your own experience. The fact is, I've spoken in so many seminars and conferences, and I know every time I go into a room of 100 people, three of them in that room are probably doing really well and 97 of them are struggling. That's just the way it seems to play out in society. And so when you think of that situation, which group do you believe yourself to belong to? If you believe you're one of the 97, you probably are. If you believe you're one of the three you probably are. Because my experience shows me we get what we expect. We get in other words, what we believe we're going to get, if you can identify that you have been believing some things that are holding you back, you have some beliefs that are limiting you to success in your business. I'm about to hand you seven keys that I believe will unlock the prison of unbelief, and allow you to step out in faith as an entrepreneur. And I'm not talking about religion here, I'm not talking about you believing in one god or another a Christian or whether you're atheist, or Muslim or Jewish. That's not what I'm speaking about. I'm speaking about believing in your

power, to provide value and create wealth. That is the kind of belief I'm talking about. So here are seven beliefs I'm going to encourage you to mentally adopt and practice. And I believe you can mentally adopt and practice beliefs. In fact, I believe that's what we do. What is a belief? It is merely a feeling of certainty about something. Think about it. If I say to you, what do you believe about the sun coming up tomorrow? Ultimately, what you believe is you're fairly certain the sun's gonna come up tomorrow. Now you might have a lot more science background than most other people, you might be able to give lots of scientific facts, statistics, formula, and so forth that backup that belief, or you might simply have forgotten all that from school, and just know Well, every day of my life. So far, the sun has come up. So I believe it's going to happen. But either way, in the end, what you have is a feeling of certainty that the sun will rise tomorrow. That's what beliefs are, a feeling that something is certain. If you will examine the beliefs I'm about to share with you and then mentally, intentionally take them on, practice believing and practice feeling certain about them, I think you can see your life change fairly rapidly. So what are these beliefs I'm encouraging you to adopt in your business? Number one, believe that there is a payback for doubling down on habits that shape your future, in small ways. There's a payback for doubling down on small habits that shape your future. And what I'm talking about is think about this. What if early in your life like when you were 20 years old, you had decided to believe that if you invest \$500 a month, every month for the rest of your life, in conservative growth, stock mutual funds, that you would never want for money in your retirement. If you did that for 30 years, let's say you would have on average way over \$1 million in cash value in that account. That is a small habit that adopted over time can shape the course of your life. Right habits are necessary for survival, especially in the kind of economic environment we find ourselves in right now. They're needed for survival, but not just for survival mode. You want to act in order to survive, right now that's really important. But you want to form habits to thrive over time, the two should be in alignment, what you're doing to survive right now should also support your thriveability in the future. And thriveability is a word that I'm borrowing from my friend, Becky Warner, whom you'll be hearing more about in the near future on this very podcast.

Ray Edwards 05:22

Alright, belief number two, I'm encouraging you to adopt as your own and practice on a daily basis. Believe that you can build your business to scale. In other words, to continue growing beyond just your ability to service your clients just beyond your ability to provide your copywriting services, your design services, whatever it is, you do believe you can scale that business. And you do it in the beginning by doing the unscalable, like answering all of your comments on social media directly, like taking all the sales calls yourself in the beginning. People will say, well, that's unscalable, you can't scale that. Well, you can't scale a negative bank balance either. So you need to produce cash flow. And you do it by doing these things that are not scalable, but they're very important in the early parts of your business. Don't buy into too many of these guru courses and trainings and coaches who start telling you to begin scaling immediately before you've made a first dollar in cash flow. Cash flow is king, everything else is fantasy, you are more scalable than you think you are. You can make more calls and you believe you can answer more comments on social media, you can answer more emails, you can deal with more tasks in your task manager and get them done than you believe. Because if you examine your time carefully, my guess is you'll discover a lot of your time is being wasted on non revenue generating activities. So now's the time to jettison those and just focus on the

things that make you money, do the unscalable, so you can then scale. Believe it is possible, Act on that belief.

Ray Edwards 06:55

Belief number three to adopt, believe that it's important to invest in assets, attention, and people. These are the three most valuable investments you can make. Assets are things that make you money, not cost you money. So intellectual property, real property, like real estate, buildings, things that are resalable, things that gain value over time and not lose value, cars, diminishing value from the moment you drive them off the new car lot. They're not an investment. Assets are things that make you money, not cost you money, invest in those things. Invest in attention. Right now the most precious commodity the marketplace can give you is attention on your service, on your business and on your brand of personality, your personality brand. Attention is expensive. Why? Because it requires me, if I'm giving you my attention, I'm giving you the one and only non renewable resource I possess- my time and my focus. So first, you have to earn their attention. You do that by doing things that are worthy of their attention, which means you must understand the world and appreciate the problems and the pain that your customers, the audience that you serve, are experiencing. And the fact that they want relief from whatever those problems are, whatever problems that your product or service helps solve, you need to clearly articulate that message to your potential customers. You get their attention, and then you have the ability to turn that attention into cashflow. And finally, the third investment I mentioned is people. And I'm not suggesting that we buy and sell people because we don't that's clearly wrong. What I am saying is investing in your team. When I say investing in them, I mean, have faith in them, educate them, let them go learn the things that make them better at what they love doing, and let them focus in their jobs, on the things that they're best at not forcing them to do things they don't enjoy, things that they hate. But finding out what their passions are, what their unique giftings, their unique ability as Dan Sullivan would call it, or their zone of genius, as Gay Hendricks calls it in his book, *The Big Leap*, find what that thing is and help them develop a system of working for you in your company helping you achieve your vision by doing the thing that they're best at, working in their zone of genius, in their unique ability. Now, we can't always do this all at once, like today just switch their job completely over. Because certain things need to be done. As we begin to move people around, move them into the right seats on the bus, as Jim Collins would say. That's okay. But if you can talk to your team and let them know what you're doing and where you're headed, and how you're working to get them working in the zone of genius all the time, if possible. Trust me, they'll be a lot more enthusiastic about helping you achieve your vision because they know you're enthusiastic about helping them achieve theirs. So make those investments. Believe it's important to invest in assets that it's important to invest in attention and it's important to invest in people and you'll see the payback in terms of cashflow, wealth, and market share.

Ray Edwards 09:58

Number four, I suggest you adopt the belief that there's less competition and more opportunity now than ever before. And many people are going to really get upset with me about this and say, That's just not reality, there's more competition, people are more cutthroat, they're more bloodthirsty, they're more willing to cut you out. I've got friends, in my same sort of business, the marketing and copywriting business, who've been running targeted ads on my YouTube channel. These are people I call friends who have decided to try to borrow my traffic, I'm being generous, traffic that I generated by creating content, and siphon them off and take their money.

Now, I believe in free enterprise, I believe in capitalism, I'm a big fan of that. I'm a big fan of marketplace competition, and markets are efficient. I'm also a big fan of just being cool. And that doesn't feel very cool. This is where I get to put my own beliefs into practice and realize, you know, it's fair, what you're doing is fair. So, just turned off my ads running on my YouTube videos to stop that from happening. I mean, come on, guys, there's more ways to play this game, then stuff like that. That's, that's kindergarten. Let's get a little more advanced. I'm all about working together. I don't think that the pie gets smaller and smaller, and I have to come steal pieces of your market and put them together, so I have a bigger piece of my own market. I think we just make the market bigger by serving more people in a higher and better way. And we share in the rewards of doing that. So you might ask, Well, how does that example you just gave me show you doing that, Ray? Well, what you want, I haven't told you how I plan to respond to that whole thing. I'm gonna respond by contacting all my competitors, so called competitors, in the copywriting and marketing education business, and suggest them, you know, if we help one another, I'd be happy to send my traffic that doesn't buy from me, I'm not the right fit for them, sending them to you. And you could vice versa, or not. I'm still gonna recommend other folks whose material I think is really good, because my approach is not for everybody, I recognize that. There's going to be another teacher, maybe it's better for you just a better fit for you, your personality, your style, what you'd like, I'd be happy to send you to them so you can get the best service you can get. This is what my PASTOR method of shepherding my clients is all about. I'm shepherding you to a decision that's best for you. It may not be the best for me in this moment. Like you may decide I'm gonna take my money and go invest it somewhere else, Ray. If that's the best fit for you, that's what I want you to do. And I believe that behaving in that way, will bring us ultimately more wealth and more prosperity, than trying to quote poach from other people's pastures. Just a thought something to consider, believe, practice, test, see for yourself, taste and see. It is good.

Ray Edwards 12:41

Belief number five, I'm suggesting you adopt and practice. That's the belief that there is free land available right now. And you should grab all you can. Imagine that you were able to go and buy land for like \$1 an acre, how much land would you buy across the USA, if you could buy it for \$1 an acre? Well, land is for sale right now on the internet, territory, attention is for sale for \$0. You just have to create content that's good enough to warrant you being given the attention on that particular "piece of land", in that particular niche, with those particular ideas. So example, I mean, let me just give you an example. Right now, I'm putting out an incredible amount of content on social media, on all the different social channels that use video, teaching my knowledge, experience, and even maybe every now and then a little bit of wisdom, about writing copy and marketing, and selling your products and services in a better way to more people more often for higher prices, higher profits and better results for your customers. And I'm teaching it all for free. Why? Because I'm hoping that if I make a deposit in your life of teaching you something that helps you that makes you money, that later when you need to buy something like the stuff that I sell, you'll remember me and come back to me and you'll want to buy and do business with me, because I've already helped you. That is a formula, I think that wins over time. And it's available to everybody right now, despite all the stuff that's being said, That's derisive or critical about Facebook, about Instagram about Tik Tok, Google, et cetera. The fact is, we have an opportunity to go on these platforms, post our content, and get an audience following us. And it costs us nothing other than our time. I know that organic traffic is easier to get on one platform than it isn't another that switches over time. That's just how it

works. So rather than complaining about it, I'm just playing the game in the way they want us to play it right now. So I can build a following I can help more people and ultimately, I believe that'll make me and my company more money that my team members get paid better. They become wealthier, I become wealthier, our customers become wealthier. Everybody wins when we prosper. That's what I believe when it's done correctly. When you do it responsibly, when you're a good steward, when you're prospering for a purpose to help people, then everybody wins over time. Gary Vee says it this way. And I love the way he put it. He says, Those who make the widest and deepest deposits of their best ideas and value will win the long game. Yes.

Ray Edwards 15:15

Belief number six to adopt is that during a recession, if you are creating and building instead of hiding and fear, you're creating and building stuff, you're two to five years ahead of everybody else on the timeline. So as the recovery begins, you will be two to five years ahead of everybody else in the marketplace. And that's a great position to be in. If you want to be in it. Here's all you have to do. Start creating content now, and start building your business now, today.

Ray Edwards 15:41

Finally, belief number seven, for you to adopt right now is start now with whatever you have now, in your hands in front of you. Doesn't matter how much or how little it is. Work with what you've got right now. Don't wish you had something else. Don't wait till you get that better building. Don't wait till you get the better camera equipment. Don't wait to have a better idea. Start with what you've got right here, right now. And that is enough. The problem most people have getting started in their business is, they never start. It's impossible to drive a car that's parked in the garage. Open the garage door, start your engine, and let's go do some business. Start creating, start serving, experimenting, everything's an experiment. Experiments don't fail, they produce results. Sometimes you win. Sometimes you learn. Either way that makes you a success in my books. I hope this has been helpful. Consider adopting these beliefs because being an entrepreneur is in itself an act of faith. Think about it. As an entrepreneur, you're saying every month, I'm going to go out, take my service abilities, my talents, my skills, my products, and people are going to buy those products. And that's going to pay my payroll. It's going to pay my team members, it's going to pay me and my family. We're going to create wealth. We're gonna make a profit. We're gonna keep doing it month after month. If that ain't face my friends, what is? That's faith. Fave faith. Move forward. May you have a long life and great prosperity. I'll see you in the next video or catch you on the next podcast. Out.

Announcer 17:20

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