

The Rabbi Daniel Lapin Podcast

Episode: *Rabbi Daniel Lapin Converses with his friend Pastor Tracey Armstrong*

Date: 10/27/23 **Length:** 43:06

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SPEAKERS

Pastor Tracey Armstrong, Daniel Lapin

TRANSCRIPT

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Daniel Lapin 00:01

Welcome happy warriors to the Rabbi Daniel Lapin show where I your rabbi reveal how the world really works. And a great news, I'm absolutely thrilled to tell you that the book that Susan Lapin and I have been working on for quite a long time. And it was a challenging book to write because the problem was how do we compress so much compelling information into something that is readable, and that is of a suitable length. And the result was our book, *The Holistic You: Integrating Your Family, your Faith, your Friendships and your Finance and your Fitness*. In other words, the five essential parts of life all integrated together for complete and total success in all those areas. And so, the book is finally out, it took a long time to design and conceive of, it took a long time to write. And it's actually now out. And so those of you who actually pre-ordered as we beseech you to do, well, you probably holding in your hands already, you already have it. And for everyone else, well, you can either go to our website at RabbiDanielLapin.com. Or you can go wherever you buy your books, and get hold of *The Holistic You*. And the concept there, of course, is that just the way our bodies are a system, right, our heart has to work, our lungs have to work our skin has to work out is have to everything works, that our brain interacts with everything. It's a complete system, or in the same way that a car has to be a system, it's how much good having a great engine, if you don't have very good steering, it's not much good, having wonderful brakes if you don't have much of a suspension. And so everything has to be designed to play nicely with everything else. That's what a system means. And so it is with every part of our lives, our financial lives, our family lives, our social lives with with friends, and, and civic relationships, political relationships, and then our physical health, obviously, and our involvement with all things nonmaterial with a spiritual side of life, which goes way beyond faith, but we call it faith. And that book, *The Holistic You*, is now out and ready for you. I'd love to hear from you. If you had a chance to read it already. Do let us know and do post reviews wherever you can.

Daniel Lapin 02:39

So rather than telling you more about that, or rather than telling you a whole lot about our guest, I have a friend we've been very good friends for more than 20 years. And his name is Pastor Tracey Armstrong, his wife has passed, Natalie Armstrong, and Tracey and Natalie have been friends with

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Susan and me for as I say, a long time. It's been a relationship that we cherished. And we've done lots and lots of things together. And Tracey Armstrong is a pastor, he's a preacher, no question about it a very talented and and very effective preacher in the state of Washington. But he is also a teacher. And he is also an entrepreneur. And he is most sharply focused, I think, in the area of the marketplace ministry. In other words, a similar area in which I feel myself called to, which is helping clarify our relationships with money and what that means and how to impact that. And so, Tracey Armstrong has labored in these vineyards for a long, long time, and been getting better and better and better at it. And so I wanted an opportunity to catch up with him. And again, I thought rather than just have a quick phone conversation with him, why don't I tape it? And my guess was that it would be something that you would find interesting as well. And so that's exactly what we've done. And you can again, you can find out a whole lot more. His website is traceyarmstrong.com. And you'll see him on Instagram and everywhere all over the place. But he is an interesting person, a person of integrity and a person of spiritual seriousness, and I've always found it useful chatting with him. So please go ahead and enjoy my friend and now yours, Pastor Tracey Armstrong.

Daniel Lapin 04:55

Welcome Pastor Tracey to the Rabbi Daniel Lapin show and I've been looking forward to this opportunity for a long time. You and I have done a lot of things together over the years. And but it's been a little while since we've worked together. I'm a, I don't even want to think it's certainly been a year or two since we've done anything together. Tell me a little bit. First of all, first of all, just to introduce you to the audience. Just talk a little bit about your background, Pastor, Natalie, your family and how you came to be doing what you're doing, which is really changing the lives of large numbers of people, not just in the Pacific Northwest, where you live. And when we and where we became friends, but throughout the country. A little bit of I know you don't like talking about yourself, but now it'd be a great time if you would.

Pastor Tracey Armstrong 05:49

Yeah, I will. I will do that. Well, first of all, thank you, Rabbi for the invitation. And we have been not only connected and we've done work together, we, you know, we really feel like you are you and Susan are friends. We appreciate you. We love doing ministry together with you and building business together with you and, and building the kingdom. So we think we thank God for that. Well, I was

Daniel Lapin 06:15

going through now just gonna say we've had a Shabbat meal together as well, I think,

Pastor Tracey Armstrong 06:19

yes, we've had we've had Shabbat meal together. That was the first we did an interview together on TBN. And that's right, invited us over for Shabbat. And that was

Daniel Lapin 06:28

that was That's right. It was Yeah, I

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Pastor Tracey Armstrong 06:30

was wonderful. I hope to do one Shabbat meal with you in Israel at some point.

Daniel Lapin 06:35

Oh, that would be nice. though. Yeah, we have to we have to talk about that. We will we will be there in a month for a short while. I've got got some lecturing there. But anyway, sorry to interrupt, go. Go ahead and and talk about your background and what brought you to where you are.

06:53

No problem. Well, I grew up in a, a, what some people would say broken home, but not really even a broken home. My mom gave birth to me when she was 16 years old. So she was pregnant at 15-and-a-half, gave birth to me at 16 and didn't know what to do with a little baby at 16 years old. And so she left me with my grandma, my grandmother, and my grandfather, and my grandfather was, you know, he's a nice man. But he wasn't, he wasn't like, he wasn't like a hero. He was just a really good man. He was my hero. He was my best friend, he would take me to work he had two jobs and one of the jobs was in a theater, he would take me to work with him when I was little, and he turned on the movie movies, and let a movie play, in Grizzly Adams or something like that, while he's cleaning the building. And I fell in love with media, I fell in love with television, I fell in love with, with with just creating a moment or creating something. And so that that was huge. And so he became my best friend and we just met every day together. He was a good man, but he was a gambler and a drinker. So that was that was tough on my grandmother, my grandmother's solid, Bible-believing woman prayed every day and just believe for the family to be whole. Well, it ends up that my mom comes and gets me when I'm six years old takes me to California with her. Still young, she doesn't know what she's doing. And you know, just have a little bit of a difficult time I ended up getting into drugs and having some challenges in life in and out of jail and having some real challenges; knowing that I have a purpose feeling like there was a destiny, but I'd lost any kind of connection with God. I was I was like there is no God, there's no God if there was a God that this wouldn't be my life and and so when they came to that realization that there was a God and again, speeding this all up but and then realized that God had a purpose for me. And I thought my purpose was to go into Hollywood into to be in the industry. And just right before I was making that move from Seattle, Washington to California, I felt this, this inward prompting that I was being called to the ministry and put a put aside any desire for business put aside any desire for for Hollywood, just went into the ministry, planted churches, my wife and I have been planting churches and traveling around the world as lectures and speakers. We've been to, you know, I think we counted like 45 plus countries, of course, my wife is from Holland. So she's been to so many more countries because you can go to countries just by driving from Holland. And so we've seen a lot of the world we've been able to make, you know, friends and impact people's lives. And then you know, we have three children. My oldest 25, my second child is, is 23- both those, those are males. And then my youngest 17 Sophia, she's, she's like all my kids are my best friends. My wife's my best friend. We just really get along. We love each other, and we root each other on and so on. Um, right now what we do is we pastor churches, and we pastor people. And my goal is I really want to raise up leaders, the next level of leader that will actually launch out into either church or business. And so we focus on leadership, raising people in the business in the marketplace, and raising up people in the in the church

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world to be able to plant churches or, and we've been working over the last over the last few years, three years with Hollywood Bible study, of trying to reach people in Hollywood. And so I'm now able to get my feet wet in Hollywood again. And we in 2020, we bought a TV station in LA. And so we are looking to do that work and continue that. And we have a streaming channel that we recently acquired in the we're launching a new streaming channel. So we're in the space of marketplace, in ministry, and in the media. So that's kind of like an overview.

Daniel Lapin 10:58

Pastor Tracey, Pastor Tracy, was there any particular impetus was there any moment there was there something you put your finger on, that transitioned you from the downward path and spiral you were on? Into that was

11:20

yeah, I think the kingdom of God has a way of, of drawing God draws you he yields. He, there's a there's a, there's a there's a drawing, and then there's got to be a yielding, I felt the drawing of God to first of all, give my life to him, I was at a point where I was really desperate. And you know, I hit rock bottom, I was completely, it was, I mean, I'd been selling drugs doing and just hit rock bottom. And I remember thinking that I want to turn my life around. And there was an engagement, where I feel like God is actively searching to love people, and to connect with people and to help them find their destiny and help them find him. And so that's what that that was the moment where I hit that bottom. And I was like, There's got to be a way there's got to be a better way. And that's that that was a turning point. And so, so I just asked the Lord, to come in, let me be a part of his life and him be part of mine.

Daniel Lapin 12:11

And where were you, and what was happening and how did you meet your wife?

12:19

Okay, so I was after I made the transition changed. I became a youth pastor in Southern California, and I was in San Juan Capistrano, my wife, had moved over from Holland to kind of be an executive, to a family to take care of them. They were a traveling family. And so she took care of everything in their lives. And, and so we ended up being invited to the same birthday party. It was my birthday and my friend's birthday. And he invited you invited us to his birthday party. And I saw her and I was like, wow, this is this. It was kind of like that moment. You're like, this. This is either very interesting, or this is really interesting. It was just one of those moments. You're like, Okay, I don't know if there's love at first sight, but there was definitely a recognition. There was a recognition. Yeah. We met and so we met in Balboa Balboa part of Newport, California.

Daniel Lapin 13:16

I remember Balboa Island very well in Newport Beach. Yes. beautiful. Beautiful. Well, I'm pleased.

Pastor Tracey Armstrong 13:23

Have you ever sailed from there? Have you?

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Daniel Lapin 13:24

I have Yes. Yes. We once we went sat out some very bad weather docked at Balboa Island. Okay. Now, a lot of what you and I have done together involves what I think of as marketplace ministry, ministry on the financial side, and opening new windows of potential to people on the monetary end. How did you find yourself in that area of ministry? And when was that?

14:03

That's quite interesting. It was in the 90s it was the early part of 90s. I've had a heart for business. Just always, I started off with a lemonade stand. You know, just you just a paper route. You've always had a heart for business and exchanging. But when I was in the ministry, and we started traveling a lot, you know, ministry is a business in of itself. It's we have a product that we are producing and presenting, its a service. So I'm traveling in, we lived in Seattle, and I was traveling to Irvine, California, and I was preaching at a church or ministry at a church. And the pastor asked me, Can you meet with one of my business leaders tomorrow for lunch? And I said, yeah, we'll do that. Well, it turned out that this business leader really had a hard time connecting with his local pastor, local church, because the pastor them himself didn't understand how business people thought didn't understand business people didn't get it. Didn't understand the way an entrepreneur thinks an entrepreneur thinks so much different than, you know, probably any other animal on the earth. It's just a different aspect. And so I met with the person and I found, you know, just kind of heard him in there, I was able to share some things with him. And from there, he asked if I could continue to meet with him. And so I started to coach him and help him along. And I realized that in the, Christian-Judeo world, at least in the Christian world, that there is a, there's a, there's a problem with understanding how wealth works and how money works. And that money is not evil, that there is a there's a cause and a use that God wants you to have. And so I started to just kind of make room to encourage people that are in marketplace and business, God's not against you creating wealth, there's a purpose to your prosperity, that we want to help you do it. And that's kind of became a coach. And that's my coaching business started at literally out of my ministry. And then it allowed me to start doing other things that I wanted to do in business, but it started and that was in '90-'95.

Daniel Lapin 16:07

And during the last few years, say from maybe 2019 to now, there have been huge changes in the United States. [TA: Yeah, massive]. What are you finding? All the ways in which the challenges of the people you work with have changed during that time? What have you had to readjust? How have you identified the new worries, the new concerns? And how are you dealing with them?

16:55

Such a great question. In 2020, I think you and I did an interview. And there was kind of similar question that you that we talked about. Yes, was, and your response was really brilliant. And I'm going to just say your response to posture, my response, your response is that you were in challenging you were challenging people to read financial statements to read, and to be really equipped in understanding how money works. And the financial statements now, that and that season, people were

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having to make new decisions. They never had to think this way before it always been systematically the same. They didn't have to think outside the box. Okay, I lose. isn't really, this term pivot wasn't really a term. That became a mantra term, it became a massive term in almost every communication that you would receive from a business, they would say, Oh, we're pivoting. We're pivoting. We're pivoting. We're pivoting. I think that was, even though it was a challenging time to actually make a change. We have so many people leave from one city to another city, they just decided to because they realized I could actually pivot, his is a time that I could actually do something that I've been hoping for and dreaming and wanting to do, desiring to do and it she gave them permission to move. Some people moved just because they wanted to move but some people moved and it became a good move. But I think that was that has become something that I wanted people to understand, you could have always moved, you could have always actually had a pivot, you didn't actually need a crisis to pivot you are already unhappy. And we saw companies that died in the last 2-3 years. Well, they didn't die because the COVID or whatever pandemic killed him, they were already in a situation where the margins were too thin. And it just allowed what was going to take over the next five years to happen within two years. It was going to happen because they weren't actually ready in condition for the pivots that were already making. We just have seen dramatic pivots.

18:55

So what what I'm what I'm doing now is I realized that people have this idea that there's an open book, I don't know what's happening, there's still a lot of mystery what's to come. And so it allows us to speak to the dream. What what what could happen then if you pivoted what could happen if you actually wrote that book that you've been thinking about what could happen if you actually started that business that you've been hoping and dreaming and praying about what would happen if you actually put action to it? What would happen if you actually decided to actually go back to school document talking? And so we've been able to challenge people to stop dreaming and thinking one day off-the one day I'm going to do this-to put them back into a position where you have power here to make a decision and you've been given power by a pivot. I can I have to pivot something happened. My job is the institute, the inflation is here. Right? Well, there's always going to this inflation has been here it's just increasing. What are you doing and so I've been teaching people the difference between income and equity. And when you tell a person to read a financial statement to read the go and study these Financial Papers, you're telling them to see the difference between income and equity. You're telling them to see this is income. But this is not going to last this this is this is we're going to spin this, what are we going to spend it on? And how do we make equity? How do we develop something that's going to go and pay us 20 years, I was talking to a business leader last night, and he's like, we're, we feel good about up until we're, you know, 2025. Well, he's looking at 2025. Because at that point, we're starting to talk equity. We're not talking about income. Now we're talking about equity. We're talking about something that we're going to be 2030 2040. And what are we going to do now that actually starts the position is there and we know that there's inflation is going up and move, but the people that are concerned about inflation have not been focusing on equity, they've been focusing on income. And if we can get people to focus on equity, write the book, write the book. Youare the best investment right now is, is you to actually put the knowledge that you have the thing that you have, I do, of course, what people call the kingmaker Well, the kingmaker is about being able to take what you know your your message, to take

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your story, to take the things that you have developed, and being able to create a knowledge-based business on that. And knowledge-based business, Rabbi you know, Forbes says knowledge-based business by 2025 is going to be a \$365 billion a year industry knowledge-based business online, what you and I are doing now, teaching, training, coaching people online, 360, that's a billion dollars a day is going to hit that industry. That means if it's let's say if it's not a billion dollars, say half a billion dollars a day, there's going to be so many more people that come into this industry or into this world that want knowledge from online training. That's that's another half a billion dollars that if you and I have this, we're in this platform, as that as that platform rises, the income automatically starts to look towards us because we're looking for our knowledge.

Pastor Tracey Armstrong 21:55

And so I'm teaching this I'm teaching platform maturity, making sure that you understand that you're gonna sometimes embed yourself based upon equity into a platform that rises. Right? I see you on Instagram, I see you, I see you on different platforms, I'm on Tik Tok. And I put myself on this platforms, just just in case these streams will rise. I'm now on another platform. That's a new beginning. And it's a community-building platform. Well, I'm embedding myself in that platform. Because I know that I can see that that platform is rising. If I embed myself on that platform, that platform is going to gain another million or 2 million, 3 million people in that platform while I'm already there, which means that they're going to pass me coming through. It's the best marketing strategy there. So we are teaching. We're teaching different approaches to use platform as marketing strategies to use the visibility strategies, develop your visibility brand, make sure that you're building, you're investing in yourself. And then you're investing in the fact that you actually have knowledge. I did a I did a funeral of a gentleman. And when I didn't know him, but I met him once or twice, but I know his daughter, and she's one of my parishioners. And so she said, Well, do you come and do the funeral of my father? I said, fine. I'd like to know a little bit about him. She's telling me about him. And I'm telling I don't know if you know the movie Forrest Gump, but I'm telling if there was ever a forest, this guy was the true Forrest Gump. His life was mysterious, actually was just incredible. And I remember thinking after doing this, you know, I get there, and they they're doing this amazing military salute to him. Honor after honor after honor. And I'm thinking this guy, he lived this incredible life, no one knows him. No, he's gonna die. With all of this content that's in him leadership principles, all of that went to the grave with him. None, none of that's left. And I went, I went walking away. And I said, everybody should write a book, everybody should have a book, there should be no one that's alive, that shouldn't put at least five, five things that they know, into a book. So that at least hits the generation in the sphere of influence that they have. Yes. And so I believe those are the things and I can keep talking about it because you spark me. But that's those are the things that I'm knowledge-based business, you know, these five things, at least five things that someone else should know. And when you know, these five things that someone else should know you should start, you should start, you should start a business that shares that knowledge with others. And whether that and don't treat it as just a giveaway, don't just post it, create, put it in some form that is going to give you there's going to give you income for your equity, right? It's gonna give you money for what you're putting out there.

Daniel Lapin 24:26

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Are you finding any younger people hungry hungrily coming for the message? Or is it mostly people who've already shall we say, gone through their 20s and 30s and are now looking to, as you say, to pivot or are you seeing people in their late teens early 20s saying, I want to get on the right road before I waste time.

Pastor Tracey Armstrong 24:54

You know, I see I see there's a you know, the millennials have an interesting thing. And I don't come back to that. I see people that are outside of the millennials, the, the I think the Gen X, you know, I see that that generation, they're wanting to know, they don't want to do this. They don't want to work their whole life and have nothing, they don't want that they've seen another generation do that. They don't want to see that the economy can shift or the government can do something and all sudden into motion and there have been being powerless. And I think that they want to take charge of their life. I think what I found the the Gen Z, the Gen Z's a surprising generation, I think that they are entrepreneurial in their very nature, I think that they are easily inclined to understanding and logical thinking. And I find that there's a lot of them, even though they may not be able to take advantage of what you know, the programs that I offer, because you know, the price points and all that but that we are trying to give an offer. That's why we're on Tik Tok. That's why we're on these platforms where we're just trying to offer some free content. And I think that generation is going to be surprising. I think that they care, they actually read what's going on politically, they actually pay attention. They're not just listening to videos, there's a generation that listen to video, then there's a generation that listens to videos and then goes and study it. That's the Gen Z. The millennials, I found that they have been kind of tricked a little bit, not in not to sound negative, but tricked a little bit with a recession that didn't seem like a recession of 2008, that that time where they're coming up in their parents are explaining to them why they can't have something. And then instead of going well, we're going to bust out and become entrepreneurial. Some of them did, they found that there was entrepreneurialism in YouTube and Tiktok, and Instagram, and they actually broke out and were able to become influencers. But some of them just decided they were going to watch videos, and think that they knew something but never really put it to action, never apply it. And then so instead of going you know what we want big homes, we want tiny homes, they go to the tiny, the tiny miniature, and we're gonna live in tiny homes, we have tiny cars, we're actually not going to buy car, we're going to have this we're going to get on a platform where we can get an app and we can just rent a car in the city. And so instead of actually, you letting the restriction push them out, they conform to the restriction. And they allow tiny homes, tiny cars, tiny incomes, tiny life, tiny minds, right, they allow the tiny ism and they they call it social justice life, right. And they created this their own kind of little, little ecosystem that allows them to feel like they are smart in in their ecosystem, but their ecosystem doesn't actually fit in other generations.

Daniel Lapin 27:37

And that's so interesting, what you're saying I just published a thought tool a day or two ago, speaking about the the virus of shortage that people absorb into their souls, the idea of shortage, and instead of defeating shortage and overcoming shortage, there's a tendency to adapt to it and say, Okay, well, that's how I'm going to live. And, and so people are not getting married, they're not having children,

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they're not raising families, to some extent, influenced by this world of shortage, it sounds as if that's exactly what you're dealing with.

Pastor Tracey Armstrong 28:19

But that's exactly a generation. So if you think about in in 2008, that, that that shortage parents explaining why they couldn't do vacation, or why you couldn't get the burger or whatever it is. And then they just instead of going, Oh, this is poverty, they go, Oh, this is just the way we have to now live in a shrunken situation. And then they just accelerate except that and then you have at the same time, which was kind of like an interesting thing. At the same time you have a political leadership that's now starting to say social justice, and denying yourself and having a you know, a sense of a sense of altruism that denies yourself to give to other people that that became a political statement, social justice, it actually destroyed I think the mindset of of wealth and creating wealth, and doing and actually working in being you know, someone who's showing up, I think it actually destroys a lot of in society.

Daniel Lapin 29:19

In your work. Are you seeing anything at all that says, Men are having it harder than women, men have more of an uphill struggle that men have to counter an anti masculine message before they can thrive and prosper? Are you seeing any of that? Or is that just noise in the culture?

29:43

I think men are actually feeling I think society is, you know, doing this thing, where the message is, I should say if societies were doing this thing where men being masculine being a man shouldn't Israel wrong. And you know that idea of that you have to do to be the bread worker, bread maker. All of that stuff is actually the the trying to break it down. And I in my world where we want to teach men what what being what manhood is what manpower is not that we would ever use that to, to control but we use it to. And I think the I think the thing is, is that people think that being a man is controlling, instead of being a man is the one that isn't able to empower everyone. My wife is empowered, my wife is very powerful. Her ministry is a dynamic. Susan Lapin is a powerful woman. Yeah,

Daniel Lapin 30:43

both of us, both of us are married to powerful.

Pastor Tracey Armstrong 30:48

And we can there's no lack of masculinity that's that we actually are thankful that we have been given and blessed with women that are extremely powerful. And I believe that the real, if I were to say the real mantle that's placed on a woman is to be an influencer. And the real mantle on a man is to be the one that is able to go to go out to be out to be sent out. And I think that's, that's really important that a man should have enough courage to go if they, if we do in our society, what we're doing, we're going to, we're going to destroy the courage of a man to show up and stand in front of a lion when it's necessary.

Daniel Lapin 31:30

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What should parents be most frightened of most concerned about most determined to combat raising children, let's say, you know, from adolescence, upwards at this point, and, and I'm talking with Pastor Tracey Armstrong, at the end of summer 2023. What What should What are parents? Or Should parents mostly be concerned about? Now, perhaps in a way that might have been different? A generation or two ago?

32:03

I think I think there's there's several things and you know, I don't want to I don't want to put on parents like, like, we haven't been trying. But I think that the fact is, is there's a concern that man, this is happening to my children right now. And I think the concern is, if your children don't know how to handle what's happening right now, you didn't train them. 10 years ago, you didn't train them five years ago, you didn't prepare them for this in the Bible says Train up a child in the way that they should go. And then we should be focusing on where they're going. So I'm talking to my children about where they're going. I talked to my children, I was talking to some some parents and fathers last night, and we had a little men's gathering. Just some pastors here and, and I'm in Idaho right now. And so we talked a little bit about how, you know, I see, you know, there's some things that whether you believe in mystically, or you believe it, just practically, the Scripture does tell us that there are there's an ability for generational curses to visit, right and visit, you know, three to four generations. Well, I want to make sure I'm ahead of the visitor. So I talked to my children about what my patterns were, where my habits were, what my lifestyles were. So when my daughter is 17, 16, 14, that said, you know, I'm so thankful that we have a different lifestyle that I was raised in, because I got my mom gave birth to me if 16, right, so I'm talking to her about the visitor that would want to come if it was a revisiting of a generation after generation. And so I think what parents are, if a parent is really nervous, they're nervous, because they didn't actually pre warn or pre set up or prepare the children for what is to come. And so what you can do now is start to think about the visitor that could come, what's going to happen if society continues to change what's going to happen if the messages are, you know, whether it's a woke message or whatever you want to call it? What happens if that continues and you don't want that message in your life? Well, we can't change what society is doing. But we can definitely steer children in the right way. And if we are ahead of the game, and not trying to play catch up, then we'll be very much more comfortable, much more confident. I, I someone asked me yesterday in a meeting and they said what did you what was the best time of your child rearing and raising your kids I said the best time for me. They thought maybe when they were little and they're cute and cuddly. So the best time for me was when they became decision makers, the more I had to relinquish my decision making for them, and then they had the privilege of being able to make their own decisions. That's beautiful watching them come to those conclusions and realize that's what we talked about. And those those thoughts they wield they worked in their mind until it actually manifested in front of me and I'm like, that was great. That was brilliant for me I love that that watching them and I watch them make some hard decisions some challenging decision I'm like I don't know if that's a good one and all sudden, you know then they got they flip you know three weeks later and they go you know, I didn't make it right but I'm getting it right on my it ended up right because That's what I want. I want the things that I've trained a man to actually have be trained in them and not just be an idea that just flew past. Yeah.

The Rabbi Daniel Lapin Podcast

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Daniel Lapin 35:09

I mean, ever since I've known you, there's vast numbers of people whose lives are being redirected and transformed, and put on a wonderful new track by you and your wife. And I wonder if, if you could at this stage of your career, Could you characterize the sort of person? In other words, if, if, if I was speaking as I am to an audience, and I would say, Hey, this is the type of person this is this, that if you're at this stage of life, you need to seek out pastor Tracy? Who are you looking for? What sort of people right now can best benefit from what you're able to do for folks?

Pastor Tracey Armstrong 36:02

That's an incredible question. I think right now, my focus in the target person, the person that I'm actually looking to reach, I mean, I think I have a message for everybody, but I really feel that I work the best with in for my content. And what I share is for the person who wants to make, they want to make big moves, they want to actually leave a major impact, they want to create wealth, they want to, they want to shift society, they don't want to just get another 100,000 200,000 They're looking to really will be will be a wealth creator. And it could be they could come to me at you know, let's say my I like a person to have made at least \$250,000 a year. And again, putting monetization on it just because of an out output that a person needs to have to get to a certain level of income. But if I were looking building a target, I'm looking at that target because that person has incorporated a world outside of themselves personally makes 20 \$50,000 a year actually looks at themselves and says I need someone else to be on the team with me. And they build a team around them. So I like to work with people who are building teams, I'd like to work with people who are leading teams, I like to work with people who want to lead teams who want to become a leader in whatever sphere of influence they're in. So if that's if you're talking, if I'm if I can talk to leaders, if I can talk to people who want to be leaders who know that they're supposed to be leaders, wealth creators, team builders, corporation, builders, ministry builders, your builder, I hopefully this is answering your question, but this is yes. What I do. This is a person I dream.

Daniel Lapin 37:42

We have these people who are listening and watching right now. How do they best reach you?

37:48

I think the best the best way to reach me is, is I'm on Instagram, that's a great place to touch base with me. Tracey Armstrong @TraceyArmstrong, Instagram, my website is Tracey TR AC e y armstrong.com. And then if you go to thekingmakerchallenge.com, that's a great place to connect. Because we want to

Daniel Lapin 38:15

know Tracy armstrong.com and Tracy Armstrong on Instagram. And Kingmaker is the section. That is how you can best get a hold of Pastor Tracy and and see whether there is a way of integrating his guidance into what you want to do with your life right now. Whether it's ministry or whether it's in finance or a combination of both, I imagine. Well, that. That is terrific. I can't wait to see you again. We we did not get to the Pacific Northwest this summer. And we've just been working on a couple of new

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book releases, and we just wanted to try and get them done. Hopefully we thought we'd get them done before Labor Day is not exactly but we're when we're getting there. We're nearly done. So

Pastor Tracey Armstrong 39:19

are you able to share at least titles of your book release?

Daniel Lapin 39:22

Well, we the first one that will be out in late September, is called The Holistic You integrating your family, your finances, your faith, your friendships and your fitness. Excellent. And, and the other two are new edition releases of Business Secrets from the Bible, and Thou Shall Prosper. And then a workbook and an accompanying workbook for each of those books. Oh, they

39:54

look forward to that. I just say the luncheon I had right before we jumped on this call I was talking to three business owners that they all read business secrets from the Bible. [RDL: Oh, I'm so pleased.] They have all had dramatic impact in their in their organizations from

Daniel Lapin 40:14

I'm so happy. Oh, that's that's really good to hear.

Pastor Tracey Armstrong 40:18

I look forward to working together again. i i Love I enjoy when we're online and that's fine. But I really like when we can get into a room together. Yeah. Yeah. With a crowd. Yeah. So I will. I will be looking for that myself.

Daniel Lapin 40:32

Well, you guys. It's not that long ago, you guys came to our city and were in our home.

Pastor Tracey Armstrong 40:39

Yes, we did have a good time. Yeah, it was. Alright, well,

Daniel Lapin 40:42

certain, please be sure to make certain that if you're anywhere near our corner of the country, be sure to let me know. And obviously I wouldn't come to Seattle without telling you.

Pastor Tracey Armstrong 40:52

Please do. We would love to host you. And I look for opportunities for us to work together.

Daniel Lapin 40:57

Yeah, I'm confident that we will do some good things together. Yes. I appreciate it. Thank you very much, please. I mean, I know Pastor Natalie will remember Susan and me. And your older children.

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The two boys almost certainly will remember me. So please, please give them every everybody out our very best wishes.

Pastor Tracey Armstrong 41:22

I will. I will. Thank you.

Daniel Lapin 41:24

Pastor Tracy. God bless. And thank you so much for spending a few minutes with us.

Pastor Tracey Armstrong 41:29

Oh, my pleasure. Thank you. All right.

Daniel Lapin 41:33

I hope you enjoyed my conversation with Pastor Tracey Armstrong. And that means that we're coming close to the end of today's show, but not, it's so close that I can still invite you to be part of our happy warrior community. I'm sure that you are working on thy the holistic you integrating your finances and your family, your friendships, your faith and your fitness. And it's so wonderful to be able to do that in conjunction with other people to be able to share the effort and to be able to collaborate with folks and, and get a little bit of encouragement when things are a little tougher as they often are. And giving some encouragement to others when they can use it as well. And so head over to Rabbi Daniel lapin.com, where you can become a happy warrior. Join up community. It's a growing community of very high-quality individuals. And I think you'll find that very quickly. So go ahead and join the happy warrior community and make sure you've got your copy of the holistic you and we get ready to say goodbye to you because it'll be another week before we are together. And and as always, I want to wish you a week of growth in your families in your finances, your friendships, your faith, and your physical fitness. I'm Rabbi Daniel Lapin. God bless