



RAY EDWARDS

LIVE WITH JOY. LEAD WITH PASSION. PROSPER WITH PURPOSE.

Five Ways to Have Your Customers Want to Receive Your Marketing Episode #191

Sean: It is the Ray Edwards Show, this is Sean Edwards.

Ray: Hello, Sean Edwards. Some people do get confused sometimes. They say we sound just alike, but I don't believe that's true.

Sean: I don't hear it.

Ray: I don't either.

Sean: There really are two of us, if you think that.

Ray: That's true, there are two of us.

Sean: Okay, on today's show we have three ways to make your clients want to receive your marketing.

Ray: Let me get this straight, you can market in such a way that people want to receive your marketing.

Sean: Yeah, they're like send me your ads.

Ray: That is the dream.

Sean: It's true though, there are companies and stuff that I want them to send me their ads.

Ray: Yes, and there are people that want us to send them our ads.

Sean: Right, and you can do the same. We're going to show you three ways to do that. We're also going to talk about why Ray takes communion every day.

Ray: Every day. I don't even have an authorized official to give it to me.

Sean: Finally, we'll talk about, are you saying stupid stuff and you don't even realize it?

Ray: Probably. I love you, but I'm going to speak the truth in love.

Spiritual Foundations

Okay, I said something that is going to freak some people out, but what's new? I mention that I take communion every day. I don't go to church every day. In Matthew 26:27-28 it says, *then He took the cup and gave thanks and gave it to them saying, drink from it all of you, for this is my blood of the new covenant which is shed for many for the remission of sins.*

I don't have time to go into this deeply, but there's two elements in the Holy Communion, the Eucharist as it's called and those elements are the bread and the wine, the body and the blood. This imagery harkens back to the Old Testament when there was a grain and wine offering in the Temple. The bread represents the body of Christ, which was broken for us and the prophecy that foretold his coming said He would be broken for us and by the wounds, the brokenness of his body we would be healed, both spiritually and physically.

And if you think that's not true, if you think the healing that's in the atonement is for the afterlife and not the here and now and it's spiritual healing and it's not physical healing, then you have a problem with the New Testament then, because in the New Testament when writing about physical healing the gospel author wrote, He healed people to fulfill what was written, that by your stripes, by your wounds we are healed.

The blood represents the new covenant which, in any covenant, there is blood shed to seal the covenant and I don't know why that is bizarre, but that's how it is. So He spilled his blood so that we could be forgiven of our sins, past, present and future.

Why do we take the communion to begin with? Is it just a nice, let's remember Jesus? Is it that, because that's the tradition I grew up in. I don't think that's what it is though. Is it to get something out of the Lord? If we take it, is it like a magic thing that happens, a magic formula, the cosmic God slot machine where we put in the Eucharist and get out what we want? No, it's not that.

Taking the communion reminds us of what Jesus has already provided, what he's already accomplished for us, what is already done, what is finished, as He put it. Now, He's already made provision for our sins at the cross, so we don't have to feel any condemnation for our sins anymore. We don't have to feel guilty for them. He's already also made provision for our healing at the cross, which means you no longer have to accept the disease that's in your body. You can take the communion and be reminded that you can believe Jesus right now for total healing.

Some of you who are familiar with me, know that I currently have the symptoms of Parkinson's disease and so you might say to me, as some people have, Ray, how can you still believe that stuff because you haven't been healed and it's been four years or so since you were diagnosed. My answer is, I still believe it because I believe what God says and He's not a liar. He's not a man that He would lie. He's always truthful. He always keeps his word. And, what He says always comes to pass.

So why have I not seen the manifestation yet? I don't know. I just figure it like this. I'm one day closer. And I hope that's an encouragement to you if you're dealing with a similar situation. It doesn't have to be any big deal disease, it can even be an earache or the flu. Maybe it has to do with monetary provision. Some people get freaked out when I say that Jesus also made provision for our finances on the cross, but He did. It's part of the kingdom that we are heirs to.

So you no longer have to accept condemnation for your sin. You no longer have to accept the illness that plagues your body. You no longer have to accept the lack in your finances, you can start believing Jesus for abundance in every area of your life and if you haven't seen the evidence of it yet, don't be in distress; help is on the way. I think that's one reason why the Lord encourage us to take communion and remember what He has done for us. So I take communion every day, just me. I take the wafer and the wine and I remember what He's done, that his body was broken

for me and that his blood was spilled for me and that I am healed, saved and delivered and made wholly righteous in the sight of God, through the finished work of Jesus.

This may be scandalous to some of you, but you don't need a priest to do this for you. You are a priest. I encourage you to try it. Take a little piece of bread and a little bit of wine or grape juice. I love you, I was raised a Baptist so I understand. Remember what Jesus did for you on the cross. Do that every day and develop a fresh awareness, a fresh revelation of the good things that He has done.

Tip of the Week

My tip of the week is about how to stop saying stupid stuff and why to stop saying it. This is a quick tip that can make a big difference in your life. We say so many stupid things. We say the dumbest stuff and it hurts us.

I was in a discussion with a friend of mine recently and we were talking about our recent product launch which did really well and he said to me, I really admire that copywriting is hard to sell. I nodded and agreed with him saying, yeah it is we did a good job. Afterwards I realized, I'm not going to say that anymore that's a dumb thing for me to say. I'm not saying my friend was dumb, because he's not he's a genius, but for me to just agree with that is to send programming to my brain that gives me a limiting belief.

It causes me to believe that people don't understand copywriting. They don't understand the importance of it. They won't buy it or invest in it it's hard to sell and yet nothing could be further from the truth for us. We've had enormous success in selling training in how to write your own copy. So it's not hard to sell.

I've also heard this, the ketogenic diet is hard to follow. I eat a mostly ketogenic diet and if you don't know what it is you can Google it. It's helpful for people who have neurological problems. It's often the only medicine that works for children and/or adults who have epilepsy. I don't have that, but I have other stuff to deal with. I've been told from the beginning that a ketogenic diet is the hardest diet on earth to follow and I repeated that to myself many times and I had that experience, this is really hard to follow.

The moment I stopped saying that and saying this is an awesome way to eat I really enjoy this. It makes me feel energetic. It makes me feel alive. It makes every cell in my body vibrate in a good way. It's fantastic. I love it. Don't you think holding that belief and saying that out loud is something smarter to say? Don't you think, instead of saying my copywriting course is hard to sell... try telling the 710 people who bought our copywriting course that it's hard to sell, because they bought it. Tell the 55 pounds of fat that have dropped off my big ole fat body that the ketogenic diet is hard to follow, because it's not!

So say smart things. It's easy to sell if you know the right way to sell it. It's easy to follow if you have a big enough reason why. You can find areas to apply this idea in your life. Don't say dumb things that disempower you say smart things. By the way, I know it'll come up on the ketogenic diet, I've found one of the best books to help you prepare meals in that diet is Keto in 28 by Michelle Hogan. There's a link in the show notes or you can go to Amazon and search for it. I recommend it if you're interested in pursuing the Keto diet for yourself.

Feature Presentation – 5 Ways to Make Your Clients Want to Receive Your Marketing

Let me ask you a question. Where do you sort your physical mail that comes through the mailbox? Over the trash can right, because most of it you throw away because you're not interested in it it's junk mail. Some you keep, think about this, what kinds of mail do you keep that comes in your physical mailbox?

How about your email, how do you sort it? If you're like me you sort much of it with the delete key. In fact, I've learned an even faster and better way to sort my email and that is to click the select all and delete key. That's brutal, but when you get 400+ emails a day that's what you have to do sometimes. Often it's even people we know, love and trust and want to hear from that we often end up deleting their emails. We just don't have time.

How do you cut through that clutter?

How do you get people to eagerly anticipate your marketing?

Well, I've got five ways you can make your customers want to receive your marketing. The first three of these ways I learned from my good friend, Ben Settle, so be sure to check him out at BenSettle.com. He taught me these first three and because of that I always read Ben's emails. Then there are two that I've added that I think will help you.

1. Entertain your clients

This show is part entertainment. We goof off, cut up and make jokes. Sometimes we leave in the bloopers and say silly things that more professional podcasters probably wouldn't do, but we know entertainment is a big part of what attracts people and makes them want to hear what you have to say. If it's not entertaining then what is it? Boring! Nobody wants to be bored, there are plenty of other opportunities in our lives to be bored we don't need anymore.

2. Educate your clients

Entertainment is first, because if you start with education then it'll be boring. You educate only after you entertain and hopefully you're skillful enough at this that you can intertwine the two and educate while you entertain. That's the best approach. This is part of the philosophy of giving people what they want, but also in the process, delivering what they need. This is where you put the medicine inside the cupcake. They may not want the medicine but they sure do want that cupcake.

3. Empower your clients

Instill in them the belief that they can do what you are telling them they can do. You make them feel powerful. You make them feel competent. You make them feel the feeling of possibility. If you can give people hope they will follow you anywhere.

4. Engage your clients

What do I mean by this? I don't mean promise to get married, although that would get their attention. What I mean is engage them in a conversation and get them involved in what you're doing. Have them help you pick your new book cover, your new book title or have them review your book.

Guy Kawasaki did something amazing with his Ape book. It's a self-published book about how to write and sell your own books. He actually open-sourced his editing process and made the book available through Google Docs and had people put their editing suggestions right inside the book.

People support what they help to create, what they're engaged in creating. How can you engage your audience? During our recent launch, we engaged our tribe by putting out free videos that were filled with valuable content that they could use to make money right away and we engaged them in a conversation about that content, where they made comments and we answered after reading all the comments. We engaged them, so they paid attention.

5. Enrich your clients

I eluded to this already. You give them value. This is a new kind of marketing. It's value creation marketing, where you aren't just selling to people and saying, I have all this good stuff and the only way you can get it is to pay me for me. What you're saying is, I have so much goodness that I will give you a lot of goodness for free until it helps you enough that you're confident, convinced and clear that you need to invest to get more.

My goal is that we enrich our readers, listeners and the people in our tribe. Even if they never spend a dollar with us, I still want to enrich them so that they walk away with me and my company by saying that was really helpful. That guy knows what he's talking about. Those people are very generous, giving and graceful. I love doing business with them. I've had people actually say that and they never did business with me. But, they feel as though they have because of all the value we've given them.

You have to hold something that you sell but that doesn't mean you have to be stingy with what you give. So, if you want people to actually anticipate your marketing, to eagerly await your next email or your next video or product launch or book, then you can take these five ways and start using them today to start planting the seeds you're going to harvest later. There's no better time to start than today, unless you started 10 years ago.

Sean: You can find the show notes for this episode, including a transcription by going to RayEdwards.com/#191.

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Ray: It's very important you use the Apple podcast app. And I leave you with this thought this week from Abraham Lincoln who said, *It is better to remain silent and have everyone think you are a fool than to open your mouth and remove all doubt.*

Sean: Truth bomb.

Ray: #RayofTruth... until then, may God bless you and may He do more for you than you can ask or possibly imagine.

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