

**Magic Words That Make You Rich**  
**Episode #219**

**Sean:** All right, welcome to the Ray Edwards Show, I’m Sean Edwards.

**Ray:** Yes indeed, I won’t argue with that.

**Sean:** No. That would be a hard thing to argue with.

Today we’re going to do something a little different.

**Ray:** Really?

**Sean:** Yes. I’m turning the tables upside down and we’re going to have to eat off the table legs.

**Ray:** That’s going to be hard. We’ll have to have tiny plates.

**Sean:**  Turning the tables and I’m going to interview you.

**Ray:** You’re going to interview me?

**Feature Presentation**

**Sean:** Ray Edwards is a communication strategist and Internet business expert. He’s also the host of the top rated, Ray Edwards Show podcast, which you probably know about.

**Ray:** This is so weird.

**Sean:** It’s a weekly iTunes podcast on building, growing and profiting from your own Internet based business. He is best known internationally as the Copywriter to the Stars. Literally, our sun has contacted us and said hey, could you write a sales letter for me? I’m trying to attract more planets.

**Ray:** Then Beetlejuice contacted us… that is a star.

**Sean:** Yes. He has deep pockets.

**Ray:** Yes and we have really gone off the rails here.

**Sean:** He’s the go to guy for copywriting and Internet product launches. Ray’s copy and marketing expertise has helped sell an estimated $100 million dollars or more in products and services. You know that number is old?

**Ray:** Yes, it’s bigger now and I don’t know how big.

**Sean:** That number was calculated like 5-6 years ago. It’s more than that now.

**Ray:** It is and for the record, I didn’t get to keep all that money.

**Sean:** Ray’s client list includes: Tony Robbins, Michael Hyatt, Ken Davis, Jeff Walker, Jack Canfield and Mark Victor Hanson, the creators of the Chicken Soup for the Soul franchise empire. And, of course, he’s the author of a new book, *How to Write Copy That Sells*.

**Ray:** What a coincidence that you would be interviewing me when I have a new book coming out.

**Sean:** That’s totally weird.

**Ray:** It’s almost as if we planned it this way.

**Sean:** Almost, but I’m not convinced yet. So today I’m interviewing the interviewer. Dad, welcome to your show.

**Ray:** Thank you. I’m so glad to be here.

**Sean:** First question to lay some ground work.

**What is copywriting?**

**Why is it so important to entrepreneurs and business owners?**

**Ray:** Some confusion always comes up and Sean, you’ve been part of these conversations when this happens. Every now and then someone will say, you do copywriting, can you help me get my book copyrighted so that someone won’t steal it? That’s not what copywriting is. It’s spelled differently and it’s a different thing, it’s not about protecting your intellectual property it’s about writing the words, crafting the communication that sells your products or services. The more effectively you can do that the more money you’ll make, the more people you’ll be able to help.

The title of this episode was called ‘Magic Words That Make You Rich’, which is a lift from a book that was written by a copywriter named Ted Nicholas, one of the great copywriters in the field. You probably don’t know about him because you’re not a copywriting geek like I am, but Ted is legendary in our business and he had a book called Magic Words That Make You Rich. I know that sounds cliché and over the top cheesy, but think about it.

If you can change the words, if you change the way you communicate your value proposition to people and they buy more stuff from you, then you’ll make more money. So the title is fairly accurate.

**Sean:** In your book, How to Write Copy that Sells, you prefer to refer to the magic building blocks of sales copy…

**What are those blocks?**

**How do we use them?**

**Ray:** I won’t give you the entire list of building blocks from the book, but there’s a structure to every sales message that if you follow it, it will make your communication more effective. Because, there’s a continuum that people have to travel along to get from, I’m curious about your product, to I’m buying your product. There are questions that have to be answered and they start with, does this company, this person that is talking to me, does this website that I’m visiting, understand me? Do they understand the problem that I have? Do they understand the pain that I’m experiencing? Do they have a solution for my problem?

Therefore, what I think of as the super structure that frame all persuasive communication is something I call “the pastor framework’. It’s not about being a preacher, but the letters of the word pastor stand for the big sections of your sales message, whether it’s a blog post or a podcast episode or even a long sales message that you write. Maybe it’s a script for a video or a sales letter written on the page and here’s what those letters stand for.

**P**erson, problem and pain

Sound familiar, that’s what the person who’s visiting your website or coming to your presentation is thinking… do they understand me as a person? Do they understand my problem and my pain? That’s what you communication, you know who they are, what their problem is and how it hurts.

**A**mplify

You’re amplifying the pain they currently feel and you amplify the cost of not solving the problem. Like, what’s the consequence of you not fixing the trouble that you have? It could be a small problem like a headache or a big problem, like your company’s about to go bankrupt. Whatever the problem is, there are consequences to not solving it.

Unfortunately, we tend to be creatures of inertia and denial. So, if we’re currently stuck, to paraphrase Sir Isaac Newton, ‘A person who is stuck tends to remain stuck.’ So our job as copywriters is to amplify the consequences of doing nothing.

**Sean:** An object in stuck remains in stuck.

**Ray:** Unless acted upon by an outside force.

**Sean:** An object not stuck remains not stuck… unless acted upon by an outside force.

**Ray:** It’s basic physics really.

**S**tory, solution and system

This is where the part that makes people uncomfortable comes in and that’s talking about yourself. We’re told if you are effective in your marketing you don’t talk about yourself you talk about your customer. That’s true, except you need to tell a story that your customer can place themselves inside of and they can then walk through the steps of discovering the solution and enjoying the benefits of that solution in their life. Usually, when we write copy, that’s through telling our story or the story of the company founder or the story of a prototypical customer. Maybe you haven’t had the experience and you didn’t discover the solution, but you know who did and you know the person who first experienced that whole life changing transformation.

So you tell that story and you do so in a way that’s meaningful to your reader, your listener, so they can place themselves in the story. Like, when we watch movies like the Lord of the Rings movies, none of us puts ourselves in the place of Sauron. We don’t watch it thinking yes, I’m going to win. I’m going to defeat all the hobbits and lay waste to the world. If you do have those feelings, please see a professional because you have a problem.

Most of us put ourselves in the seat of the hero. We see the movie, read the book and listen to the story from the vantage point of the hero of the story. In the new Star Wars movie, for instance, we are Rae. You tell a story that’s meaningful to the listener/reader and then you present the solution and the system you’ve created that allows them to duplicate the solution and then you move on.

**T**estimony

This is where you prove that it works for you, for others and that it’ll work for them.

**O**ffer

This is where you’re saying this is what I have to sell you. You could say that, this is what I have for sale right now. The trick is not spending a lot of time talking about the deliverables.

In last week’s episodes I think I said, don’t confuse the vehicle with the destination. Your product is the vehicle. Your service is the vehicle that gets them to the transformation they want, but the destination is what they’re interested in. So when you’re talking about your offer, about the transformation you’re bringing about in their life and business and relationship, whatever it is you’re offering, you want to describe the outcome they’re going to receive and enjoy.

**R**equest a response

In other words, ask them to buy and tell them how to do it. Those are the big major building blocks of a sales letter.

**Sean:** Perfect.

**Do these building blocks apply to just Internet businesses or can they work for brick and mortar businesses as well?**

**Ray:** They work in any scenario, because they’re based on human psychology not on the Internet or some passing fad. The Internet is just a medium of communication that’s all it is. It has changed the way we do business, but it has not changed the way business is done, if that makes sense. We’re still human beings. We still have human needs, human discomfort, human desires and we need solutions to the same kinds of problems, the Internet just makes it easier to get those solutions and it makes it easier to deliver them, as well as to communicate them.

That has been a challenge for many businesses, because they’re bad communicators and now the Internet has allowed them to amplify their bad communication. So they were previously getting poor results and now they’re getting poor results on a massive scale. That’s the power of copywriting and it works even if you have a brick and mortar business, even if you’re just talking to someone in a conversation and you want to convince them of a certain point of view. You can think through the PASTOR framework and think about…

Who’s the person I’m talking to?

What’s their position in life?

What are they bothered by?

What’s the outcome?

You can just ask them, if you keep going down that road what do you think will happen? It’s fun. If you’re the kind of person that likes to experiment live in the field, just have a conversation with someone and start picking up on hey, here’s an opportunity for me to start applying that framework. Then you say okay, you do this for a living and this is the problem you’re experiencing. What happens if you don’t solve that? Let them tell you the story and then you walk them through how you’ve solved it or someone you know solved it. You can use the framework in conversation, because it works no matter what the medium is you’re using to communicate.

**Sean:** Next question.

**Are there any types of businesses that this copy-centric approach will not work?**

**Ray:** Here’s a list of the kinds of businesses we have found that the principles of copywriting won’t work for. Zero.

**Sean:** That’s a pretty exhaustive list.

**Ray:** It exhausted me. It will work for any business. We haven’t found one yet that it won’t work for.

**Sean:** Recently you introduced the term called “distributed sales messaging”.

**What is this all about?**

**Why is it important?**

**Ray:** There’s a rumor floating around the Internet, the death of the sales letter, the death of copywriting and the premise is that that kind of stuff doesn’t work anymore. I think it’s ridiculous because sales letters, sales copywriting is simply persuasive communication. Has persuasive communication died? Is it no longer useful? It’s more useful now than it ever was, because there’s the ability to communicate with more people than you ever could before.

It used to be if you were selling a product in a small town you had only the population of that small town as your potential customer. Now, your potential customer can be anywhere in the world.

Distributed sales messaging simply means that there is a transformation taking place in the way the messaging is delivered in many cases. It used to be that your sales message, especially for more expensive products was in one location, one long scrolling sales letter. Now, because we have multimedia available on the computer, and I don’t know if you know this but on the Internet you can now watch videos. You can listen to audios.

**Sean:** What? How can I do that with my 56k modem?

**Ray:** You need to upgrade to at least a 112k modem. Because broadband came along, high speed Internet which basically everybody has now, if you don’t have it Google will deliver it to you soon or Facebook. You can get it, just park outside Starbucks. You can watch videos, listen to audio, see photographs, high quality pictures and you can do it relatively quickly, in real time, basically.

This means that you can distribute your sales messaging across different media, different pages on your website, different locations. You can have a sales message that encompasses your social media postings, email messages that you send out, the video that’s on your website or a series of videos on your site. You can have it across multiple pages. If you have a blog you can distribute sales messaging across many blog posts.

These pieces can operate asynchronously. They don’t have to be read in order. You let them stand on their own but they’re each a building block, a piece of the puzzle that leads people to a conclusion that I need to buy this product. So we have to stop thinking about our sales messaging as a discreet part of our communication that is separate from everything else, because the truth is, everything we do to communicate is part of our sales message and we need to think of it that way.

How am I representing my company right now by the way I’m communicating, the words that I’m using and the sequence in which I’m using them? It all comes down to that. The right words in the right order lead to a certain conclusion and the conclusion you want to lead people to is, to buy from you.

**Sean:** Perfect.

**In this day and age, do product launches still work or has that gravy train passed us by?**

**Ray:** No, it hasn’t passed us by. It’s funny, some people think and have stated that product launches are manipulative and that they trick people into buying things they don’t really need. I think that’s off base and misses the entire point of doing a product launch. Let’s be specific, there’s the generic term, product launch which means we have a new product and we’ve made it available, so we’ve launched it.

There there’s the specific terminology of product launch formula, which was coined by Jeff Walker, who created a training program and wrote a book called *Launch*, which spells out this systematic sequential approach to launching a product online. People usually think of this as, what that means is I’m going to get an email that tells me there’s a free video for me to watch and I enter my email address to gain access to the free video and then I get a second video a few days later and then a third video a few days after that and then a fourth that sells me something. That’s what most people of as a product launch.

There’s so much more to it than that. That’s only the tip of the iceberg. If you try to duplicate the process just by making four videos you will be disappointed in your results, because you don’t understand the mechanics of what’s happening underneath the surface of the water. I don’t believe it’s manipulation or in any way that it’s a tricky way to market. I think it serves the customer better, because if you do a product launch correctly what you’re saying to your customer is, I care enough about you and the decision you’re about to make that I will spend the time, effort and the money to give you a full communication about the product, what it does and the benefits that it brings so that you can make an informed decision.

Instead of trying to do a quick hard sell approach, I’m going to give you time to consider all the different sides of the equation and make a decision that serves you best. I think far from being over, the product launch has only begun to be explored in terms of the possibilities that it can bring in more revenue, serve customers better and ultimately it improves your relationship with your buyers and people who are merely prospects or are investigating you. They can get to know you better through the process of a product launch.

**Sean:** Next question…

**In your podcast you have an entire segment about spiritual foundations, what do you mean by that? Do you get any push back?**

**Ray:** Well, this is a setup because you know the answer to that question.

**Sean:** Yes.

**Ray:** Yes I do. I recently received a few reviews on iTunes, one was titled Warning: Christianity ahead. I wrote a post recently called should I just shut up about Jesus? The basic question I was asking is, are these people right, because what they say essentially is we want to hear about copywriting and marketing but we don’t want to hear the Jesus stuff.

The reason I include it in the show and I continue to, and in fact, I have moved it more to the forefront is because this is who I am. This is the world view from which I operate and for me to conceal that to make you comfortable is for me to lie about my identity. I’m not telling you that you have to agree with what I believe.

There are plenty of people who listen to the show who are not Christians, who aren’t even spiritual and are actually Atheists. When I published the post I just mentioned earlier, I got several responses from people who are atheists who said, I’m an atheist and I don’t believe all the stuff you believe, but I don’t mind hearing you talk about it, because you’re not offensive like so many others are. Also, because you have other good things to offer, so I listen for the business and copywriting advice.

I like to feel like you’re welcome to come to my house, I’m not going to pretend to be somebody I’m not, but that doesn’t mean you have to be like me. It just means you get to see who I really am. I think we could use more of that in business, whatever your beliefs are.

**Sean:** Final question.

A lot of Christians struggle with the concept of making money. In fact, a lot of them start non-profits because they feel like they’re more noble and they’re less guilty about doing a non-profit.

**Ray:** Let’s be honest, they also do it because they can get donations, because they’re tax deductible.

**Sean:** Right. With that I guess there are two questions.

**How do you address that, the fact, is it okay to make a profit?**

Even Christians that believe it’s good and holy to make a profit, many feel not confident to use the copywriting techniques, because they feel advertising can be manipulative and that’s not Christ-like.

**Is copywriting, manipulating people and is it Jesus-like?**

**Ray:** Good questions. These are huge issues for a lot of people. I’ve wrestled with them for quite a while, but I’ve come to a very firm conclusion and that is, first of all, profiting itself let’s get right to it. You want to make a lot of money and you feel guilty about it, because the love of money is the root of evil.

**Sean:** Yeah, and the idea that, in order for someone to be rich others have to be poor.

**Ray:** I don’t live in that world. That is the world of Satan.

**Sean:** Those are lies.

**Ray:** They are lies. Jesus said, the work of the enemy is to kill, steal and destroy and I have come that you may have life and have it more abundantly. Abundance, I believe, applies to all areas of our lives. The Apostle John wrote, His prayer was that you would prosper in all things and be in good health, even as your soul prospers.

Think about the way he wrote that. You would prosper in all things, and be in good health, even as your soul prospers. I think the meaning of that is first your soul has to prosper. What does that mean? Our soul is our mind, our will and our emotions, the things that make up our personality. So we have to have a healthy mind, healthy will and healthy emotions. That doesn’t mean you don’t have the emotions of anger, hurt or those kinds of things because we all have them, it’s how you process them and what you do with them that determines whether you’re healthy or not.

This gets into how do I become spiritually healthy? I can’t tell you that in three steps and two minutes because I don’t know you, but that’s something to look into if you’re experiencing some problems then get some help. As your soul prospers, which means it enjoys a wealth that comes from the favor of God, it enjoys the healing, the restoration, the peace, the perfectness that flows into the other parts of your life, including your physical health and financial prosperity.

Abraham was a man who was rich and people say he was rich spiritually, but that’s funny because the Scripture says he was rich in gold and silver and cattle. I think that was put in there on purpose so that we wouldn’t be confused about how he was rich.

Jesus was approached by the rich young ruler, who said Lord, I followed all the Commandments what do I have to do to be saved? Jesus said, well, you followed all the Commandments and He names them and leaves one of them out. You can find more details by looking it up. He says one thing you lack, sell everything you own, give to the poor and come follow me. It says the young man went away sad because he had great riches. I always think, he had great riches, he had cool stuff.

**Sean:** Right.

**Ray:** The Disciples who had been following Jesus around were shocked, because they had been taught; the entire Hebrew belief system was that if you are righteous then God will bless you financially and people who are blessed financially are favored by God. The two were inextricably tied together, so for Jesus to say you need to sell everything, give to the poor and follow me and then He turned to them and said, it’s easier for a camel to pass through the eye of a needle than for a rich man to get into Heaven.

The Disciples were floored. They were like, Jesus, why do you always have to mess with our minds? There have been explanations given about some kind of metaphorical meaning. No, He was talking about it’s hard to get a big hairy camel through the eye of a sewing needle. It’s impossible, so often when preachers preach against greed and money, which they would like you to give to them so they can build their church, they stop right there because the next thing that happens is, the Disciples say but who can be saved? Jesus says, with man this is impossible, but with God all things are possible.

So check that off the list it’s not impossible for a rich person to get into Heaven.

Secondly, shortly thereafter, peter says we’ve left everything to follow you. So he’s saying we’re good right, we’re in, we’re all set. We are not the rich people that are going to go to hell. Jesus says, nobody who has left home, mother, father and everything they have to follow me, will fail to receive 100 times in return in this life. In this life, here on Earth, not in Heaven. So, on the one hand Jesus is saying money is terrible you’re going to die and go to hell if you have it. Then, on the other hand, He’s saying, if you follow me I’ll give you 100 times more of that stuff that will kill you and send you to hell.

What does that mean? The short version is… if you’re ready for success. If you’re safe to be successful. If you’re healthy in your heart and soul and mind then you will prosper righteously in God’s kingdom because that’s the way He built it and He built it so we could have life abundantly. Believe it or not that’s my short answer. It’s okay to have money and it’s okay to want to have a lot of it. By doing so you help other people and not necessarily by giving it away but by creating goods and services that make their lives better and that give them the opportunity to create their own goods and services, have jobs and enjoy a higher standard of life and living.

Just because I’m rich doesn’t mean everybody else has to be poor. A rising tide floats all boats.

**Sean:** Okay, so you’re a Christian that’s convinced that it’s not okay but it’s good for me to make money. Sometimes when I read advertisements they come off as slimy and I don’t want to do that. **So, with your copywriting skills how do you get around that? How do you reconcile the manipulative nature of what some people consider in the marketing world and doing that with a Jesus modality?**

**Ray:** That is a powerful question that a lot of people get tripped up over. The first thing I’ll say is this, a lot of copywriting and advertising is manipulative. It is done with an evil intent. Don’t do that. It’s like the argument about guns and that is that guns don’t kill people, people kill people.

**Sean:** No one blame the light saber.

**Ray:** Exactly. **How do we use the power of copywriting and persuasion in a way that is ethical and consistent with the ethics, the heart of Jesus?**

Start with the heart of Jesus. This is why I chose the word PASTOR to outline my copywriting framework, because the original meaning of the word Pastor was to shepherd. It referred to a shepherd who took care of the flock, who protected them from predators and got them the food and water they needed, kept them healthy and safe and as we know the good shepherd lay down His life for the sheep.

If you approach the selling process from a standpoint of shepherding people to a buying decision that is right for them, whether it’s yes or no then you are not manipulating them. You are not being slimy or sleazy you’re being helpful.

**Sean:** I think the point you just made you should reiterate. The point quite often of copywriting, when we say to bring them to a decision point, people automatically think we’re trying to bring them to the point to buy. But what you’re saying is that we’re trying to bring them to a decision of whether to buy or not, whatever is in their best interest.

**Ray:** Yes.

**Sean:** You want to bring people to a place where they go yes, this is right for me or no, this is not right for me and you’re happy with either one.

**Ray:** Absolutely. The last thing I want is to sell anything to anyone who ends up not wanting what they bought from me. I don’t want that to happen, so if someone buys something from me and it’s not right for them and they want their money back, I’m happy to give it back to them. If they decide before buying that it’s not really their thing, I’m happy I was able to help them make that decision.

What happens is, whatever product or service we offer we tend to attract people who already want it.

**Sean:** Right, which is the goal.

**Ray:** If you communicate clearly your message and explain why it’s in their best interest to make the purchase, most of them will say yes and that’s what keeps you in business and in profit. But many will say no and we should be okay with that. In fact, we should be happy that we help them make a decision.

**Sean:** Yes, and even though these last few questions have been Christian heavy, I think listeners who aren’t Christian, that’s the nugget they can take out for themselves as well is that, we’re not trying to manipulate people into buying, we’re trying to get people to make a decision about whether or not this is right for them. There’s a proven science to help people get there easily.

**Ray:** Yes, it’s called Clear Communication Copywriting. I want to underline what you said, in that you don’t have to be a Christian in order for this to resonate with you. If you are Muslim, Shintu, Atheist or you don’t know what you are it doesn’t matter, you’re probably a person who wants to do good things.

**Sean:** Doesn’t want to scam people.

**Ray:** Exactly. That’s my guess about you, because inwardly at your heart you want to be a good person because you are and this is how you do it. You lead people to making a decision, yes or no. No is okay.

**Sean:** One of the other questions, something you said earlier is, one of the things your copy is trying to do is to demonstrate the value you’re bringing to their lives. So if you look at it from the PASTOR framework as a businessperson you’re generating value and in copywriting you’re trying to help people come to a decision. What you’re really saying is that you are trying to talk to people, you are trying to bring value to their lives and you want to communicate that value in the most effective way and bring them to a place where they decide for themselves whether or not they want that value in their lives.

**Ray:** Yes.

**Sean:** That’s good honest ethical marketing.

**Ray:** And that’s what we should all be doing.

**Sean:** Well this has been a good interview with lots of great stuff.

**Ray:** I’ve enjoyed it. You’re a good interviewer.

**Sean:** Thank you. You can get a free copy of the new book *Write Copy That Sells*. You just have to pay shipping. I just want to throw this out there as well, because some people may go, $7 for shipping yeah right, I can get shipping for cheaper than that from Amazon. That’s true, but for this promotion, the way we have to ship these the shipping is a bit more expensive for us.

**Ray:** It costs us $18 to send you a book.

**Sean:** We’re not making a penny and in fact, we’re losing money, but we want you to get the book, write reviews, enjoy it and benefit from it.

**Ray:** Feel like we helped you and you want to do more business with us. That’s open ethical, shepherding you and helping you make decisions that are in your best interest.

**Sean:** If you get it and think this was nice, but it doesn’t help me. You only spent $7. Go to [WCTSbook.com](http://www.wctsbook.com).

**Ray:** You can find the show notes for this episode and a transcript by going to [RayEdwards.com/219](http://rayedwards.com/219).

**Sean:** If you received value from this show, please consider subscribing using the Apple podcast app and if you’re feeling extra generous, give us a rating and writing a quick review in iTunes. That would be really awesome.

**Ray:** I like something Zig Zieglar said, ‘Selling is merely the transference of enthusiasm.’

I believe that’s true. If you’re enthusiastic about your product or service because you know it helps people then you’ll be enthusiastic about it when you communicate with them and that will get them excited, so you’re transferring that emotion. Then they’ll be happy and that will lead them to buy from you. Guess what, if you’re not enthusiastic about it then you’re selling the wrong products, because you can’t transfer what you don’t have.

Until next time, I pray that God will continue to bless you and that He will help you achieve more than you could ask or possibly even imagine. Peace to your house.

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