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## 3 Killer Copy Tactics that Create Cash

### Episode #225

**Sean:** Welcome to the Ray Edwards Show.

**Ray:** Last night I was working late and I got this clever idea I was going to send out some personalized iPhone videos to some of our joint venture partners. They were cool. I used iMovie which I just discovered is on my phone.

**Sean:** Right. You're a little behind the times, though.

**Ray:** I know. I put a filer on it and made it look ultra cool. I'm not going to say who I sent it to, we'll see if they figure it out. We'll see if they actually watch the video. At least one of them I did not finish the editing process, so I literally sent them the blooper reel, like the false take which had me stop in the middle and go [gobbledygook]. Let's try that again. Yeah, I'm so proud.

**Sean:** Well, it always helps to have other people on your team go through things because there was a product that you were selling for a while when I first started working here that I went through and we had to repurpose it.

**Ray:** That's why I have people on my team now. It's one reason.

**Sean:** Well, I miss them too, so it's just good to have multiple ears.

**Ray:** Yeah, for sure. It's also good to have multiple people look at your copywriting.

**Sean:** Yes. That's a great segue.

**Ray:** Because we're going to talk about copywriting.

**Sean:** That was smooth.

**Ray:** It was until you pointed it out. It's not smooth anymore. Just to be in the spirit of full transparency, we are getting ready to reopen The Copywriting Academy.

**Sean:** Oh yes.

**Ray:** We have 693 students in the academy.

**Sean:** I don't even know how money they've made, a lot.

**Ray:** A lot of money.

**Sean:** If you add all of them up it's a lot of money.

**Ray:** Today, the day we're recording this, we're going to be sending a request to those students to send in reports, field reports as it were.

**Sean:** Field reports.

**Ray:** I like that, that's better. Everybody does case studies and testimonials.

**Sean:** Yeah, we're doing field reports.

**Ray:** We're doing field reports.

**Sean:** That's right. We have field reporters and they go out in the battlefield with cameras.

**Ray:** Embedded in the marketplace. So we'll find out how much some of our students have made. I know quite a few of them have made a lot of money.

**Sean:** Yeah, I mean, at least five figures and many of them have made well over that.

**Ray:** A lot of money. So we're going to talk about copywriting for the next couple of weeks because we're in copywriting mode.

**Sean:** That's right.

**Ray:** How would you describe copywriting?

**Sean:** Well, copywriting, in my opinion, is the single most valuable skill you can develop in your business.

**Ray:** Even more so than kung fu?

**Sean:** I know that in my personal life kung fu has been very important in business, but I think copywriting is just a notch above it.

**Ray:** You have strong Kung Fu.

**Sean:** You know I can walk on the rice paper without it breaking.

**Ray:** Well, if you can snatch the pebbles from my hand, it is time for you to leave.

**Sean:** Well, you know, copywriting is better than kung fu because kung fu can't get you more sales. Well, I guess it could if you like force people.

**Ray:** But that's not selling, that's stealing.

**Sean:** Right.

**Ray:** Copy, though, you can do so many things with it. You can make a forceful argument. You can make a persuasive point. You can also tell a very funny and entertaining story...

**Sean:** Yes, you can.

**Ray:** And sell a really expensive product.

**Sean:** Yes.

**Ray:** I don't know how this is going to translate, this was not actually in the plan to do this here, but we just finished watching this online commercial that you showed me.

**Sean:** Right.

**Ray:** By the way, I think this is where we're going. We've got the old style online sales letters, which are the long scrolling pages. They still work.

**Sean:** They still work.

**Ray:** They work better if you get them designed by a designer and not by a 14-year-old.

**Sean:** Right, or an internet marketer from 2004.

**Ray:** Yeah, whose 78 years old now. I don't understand these kids and their design crap!

**Sean:** And the flashing headlines.

**Ray:** We need more red marker on this sales letter!

**Sean:** Fake highlighter! Fake highlighter!

**Ray:** Put a fake countdown on there!

**Sean:** Yeah, fake it. If they hit the refresh button it just starts over and over. No one will know.

**Ray:** No, they're dumb.

**Sean:** We'll give them five pop-ups.

**Ray:** I made a billion dollars in my lifetime.

**Sean:** All that stuff worked.

**Ray:** It did. It works less through now because we're smarter.

**Sean:** Right.

**Ray:** The internet has made us smarter.

**Sean:** We have more ethics, we feel.

**Ray:** Yeah. So then we've got the video sales letters, which were the PowerPoint kind of sales letters where you just kind of follow the bouncing ball. The words come on the screen and you read the copy to people.

**Sean:** Right.

**Ray:** Those actually still work surprisingly well.

**Sean:** Yeah, they're pretty effective in a lot of scenarios.

**Ray:** I've always been puzzled by that because I'm like, well, if it's printed I can read it and I don't need you to read it to me.

**Sean:** I think it's kind of like a college thing because when I was in college, or when you're hearing a good speaker, you like to see the PowerPoint so you feel like you're getting an educational presentation. I think there's an association.

**Ray:** That is interesting, interesting. Okay, so then we've got almost the latest innovation, which is the direct-to-camera video sales letter.

**Sean:** Right.

**Ray:** This is where the pitchman looks in the...

**Sean:** The pitchman.

**Ray:** The pitchman. Yes, his name was Murray Pitchman. He was fabulous! You have never seen a guy work like this. He wanted to vote for Sanders, but he realized that if he did he would no longer own anything that was his.

**Sean:** No, he would turn U.S.A. into Russia!

**Ray:** So there were those and they work even better than the bouncing ball, if the pitchman is good.

**Sean:** Right.

**Ray:** Now, you'll notice I'm using the term 'pitchman' kind of in a derogatory way, but I think the reason these kinds of video sales presentations work better than the other stuff, if they're done well, is because you have an actual human being looking you in the eye.

**Sean:** Right.

**Ray:** If they're done well, you're trustworthy, honest and a good presenter, then they work really well. If they're not done well they perform horribly.

**Sean:** Well, there really was an evolution. When they first started happening it was acceptable and really good to just stand, like we do, in front of a gray background or a nice background and maybe have a couple different cameras to show different angles, but that was it. People have really taken it beyond that and that doesn't really cut it anymore.

**Ray:** Yep. I blame Mike Hyatt.

**Sean:** Yeah, right, Mike Hyatt and Jeff Walker

**Ray:** They both bring in the National Geographic film crew and it's like, oh, so now this is what we've got to do.

**Sean:** Right, so that doesn't really work anymore and then there's a new wave.

**Ray:** And this new wave I think is more applicable. What we were just talking about works super well for online education products where you're training people how to do a certain skill or activity, build a business or a methodology, something like that. Maybe teach people how to be a chiropractor on YouTube, those kinds of things. But what about the regular company that sells a 'thing'.

**Sean:** A widget?

**Ray:** A widget, which is always the example from the forties.

**Sean:** Yeah, this is in my textbooks.

**Ray:** From Acme Corporation.

**Sean:** Exactly.

**Ray:** But, no, we're talking maybe you sell gas grills, tires, or you have a retail cell phone store or a spa store. Maybe you sell mattresses.

**Sean:** Maybe you sell mattresses.

**Ray:** There's a new wave of online I would call them sales letters.

**Sean:** Totally.

**Ray:** Sales pages.

**Sean:** Absolutely.

**Ray:** They have short sales video. They're kind of a cross between a sales page video and a commercial, but the copywriting creative is out of this world.

**Sean:** I know. It's spectacular.

**Ray:** We've got an example. Now, how did you find this company?

**Sean:** On Facebook.

**Ray:** Of course, where we find all important things.

**Sean:** It was a Facebook ad.

**Ray:** One does not simply find good ads on Facebook.

**Sean:** No. I wish I could remember the ad. Oh, no, it wasn't Facebook. It was YouTube. You know those ads that play at the beginning and after five seconds you can hit the skip button?

**Ray:** Yeah.

**Sean:** Ninety-eight percent of the time I hit the skip button, but every once in a while...

**Ray:** There's one that you just like.

**Sean:** There's one that gets that magic formula that goes wait a second, I want to see what this is about.

**Ray:** Hey, Comcast, you could take a clue from this. All right, let's go ahead. I'll just read you the headline. If you go to [Onpurple.com](http://Onpurple.com) the page we're looking at is a sales page. I mean it really is. It has sales copy.

**Sean:** Really, it's formatted like a top-class internet marketing sales letter today.

**Ray:** Yes.

**Sean:** It almost looks like they used OptimizePress, but I don't think they did.

**Ray:** And it's got a headline which says "The World's First No Pressure Mattress" which, by the way, I think is very clever copywriting because it does two things. It tells you that the mattress doesn't put pressure on you and it tells you that sales presentation doesn't put pressure on you.

**Sean:** That's true.

**Ray:** It's kind of a subtle way of doing this. You have to see the video to get the full effect, so later, when you're not listening to the podcast, go to [Onpurple.com](http://Onpurple.com). For right now, we're just going to play you the audio of the commercial and it's about four minutes long.

**Sean:** But it's engaging.

**Ray:** It is. Just to paint the picture for you, how would you describe the picture scene we're looking at?

**Sean:** Oh, like a fairy tale woman. She almost looks like...

**Ray:** Goldilocks?

**Sean:** Like Goldilocks, I was trying to figure it out. That's right, it is. I could never figure that out, it's Goldilocks.

**Ray:** Yeah. Okay, let's just play the commercial for the world's first no pressure mattress.

[Onpurple Commercial]

**Ray:** A mattress, raw eggs. A glass plate is descending with 330 pounds of tempered glass.

**Sean:** Right.

**Ray:** Onto the raw eggs and they don't break.

**Sean:** They slam onto the mattress, they don't break.

[Commercial]

Big mess.

**Ray:** She's got great facial expressions.

**Sean:** She does.

[Commercial]

**Ray:** This looks like your grandmother's bedroom.

**Sean:** Yeah.

**Ray:** Smashed eggs.

[Commercial]

**Ray:** Here we go -- broken eggs.

[Commercial]

**Sean:** The image there, we can't even do it justice.

[Commercial]

**Ray:** Oh-oh!

[Commercial]

**Ray:** This is brutal!

[Commercial]

**Ray:** Oh, eggs don't break.

**Sean:** The eggs don't break.

[Commercial]

**Ray:** Six hundred thirty pounds, 930, 1,000 pounds, now she's on the bed with 1,000 pounds.

[Commercial]

**Sean:** So this is the blooper reel, but it shows that the eggs are real.

**Ray:** Yeah and it shows the humanity of the people.

**Sean:** Yeah.

**Ray:** If you examine this page, the copywriting as I watched this the second time through, because that's only the second time I've seen it, is actually brilliant.

**Sean:** It is. It's great.

**Ray:** They thought carefully. This was not dashed off in a few minutes they thought this through really carefully, every word, every expression, every pause...

**Sean:** Yeah, every inflection of the voice. We were talking about this right before we started recording this podcast. It is part of this new wave of sales ads, commercials mixed with a video sales letter. We were rattling them off and there's this one, but the first one I was really aware of was Dollar Shave Club.

**Ray:** Yes.

**Sean:** It was a couple years ago. It was in the factory, it was real funny and it was like two or three minutes long.

**Ray:** Yeah, I remember that was a sensation in the marketing world.

**Sean:** It was new.

**Ray:** Nobody had ever seen anything like it.

**Sean:** I mean, it was like no one will watch a three-minute commercial. Then there was Poo-Pourri.

**Ray:** Oh yes, we're not going to play that one.

**Sean:** No, which is a great ad.

**Ray:** But look it up.

**Sean:** Yeah, look it up Poo-Pourri.

**Ray:** It's spelled like potpourri only spelled with poo.

**Sean:** Then there was...

**Ray:** Squatty Potty.

**Sean:** Squatty Potty!

**Ray:** My heavens.

**Sean:** Again, all of these ads are like three or four minutes long, but you want to watch them.

**Ray:** Here's the thing. The copy is still the kind of copy that we teach. People will ask me does this negate what you do and the answer is no, this is a refinement of what we do. This is taking the ultimate care.

Here's the deal. If you're writing a 30-page sales letter it may be necessary if you're selling a \$10,000 weekend retreat or something like that to answer all the questions people have about such a thing, but even then I would urge you. Can you condense it, can you make it shorter. Usually, if you think about it, there's a way to make it pithier and more pointed and that's what these ads accomplish.

Again, Dollar Shave Club, if you go to look at their page it's a classic sales page.

**Sean:** Right.

**Ray:** I'm scrolling through it right now. There's not a lot of copy, but it's classic sales copy. I don't know how long this is, but I'm just going to play a little bit of the Dollar Shave Club ad because this is really illustrative of what's happening in copywriting today.

[Dollar Shave Club Ad]

**Ray:** USP?

[Ad]

**Ray:** Oh, my.

[Ad]

**Ray:** So you get the idea.

**Sean:** Yeah.

**Ray:** It's irreverent, but again, the copy is very carefully thought through.

**Sean:** Yes. I mean in all these ads really what comes through is real thoughtful copy, kind of edgy, humorous, conversational. I mean it's superb.

**Ray:** We promised in this episode 3 Killer Copy Tactics that Create Cash so we're going to go over some proven methods that produce instant income, but I wanted to just take a diversion. This is one of the things that in the updated version of The Copywriting Academy we'll be talking about. How do you make pages like this?

**Sean:** Right.

**Ray:** How do you write copy like this? The answer, which will not be popular with many people, is you do it through hard work.

**Sean:** Right. I mean these ads don't happen just willy-nilly. There's no formula. They're not fill-in the blanks.

**Ray:** Here's the good part. I think any business could do this.

**Sean:** Oh, yeah.

**Ray:** They spent some money on the Purple thing because they had to get the weird thing they made that drops the glass plate on the bed with the eggs. This was just filmed at their factory, the Dollar Shave Club ad. I think anybody could do this, so we'll talk more about it in upcoming episodes and maybe in some of our videos for the academy. I'm not sure exactly how we'll incorporate this, but we will be talking about it.

In today's episode, I'm going to give you just three killer tactics you can use to make some money, dare I say it, to produce nearly instant income.

**Sean:** Ooh.

**Ray:** Nearly instant, so you can do it. It's reliable, it's proven, it works time after time and the funny part is you've experienced two or three of these already in the course of the beginning of this episode.

We're also going to cover a few other things. This is a huge transition, so I don't know how to do it smoothly. I'm just going to do it roughly.

**Sean:** Oh, this is choppy! Embrace the chop.

**Ray:** Oh, that's a quote. I'm going to frame that and it's going on the wall.

**Sean:** Embrace the chop.

**Ray:** At our next seminar we're going to have that as one of the wall signs, Embrace the Chop. I'm serious, write that down.

Is it possible that God is offering you incredible gifts for your business, for your bank account, incredible gifts to solve your problems and you are refusing to take them? Hint.

**Sean:** Hint.

**Ray:** It's possible. It's probable.

**Sean:** Probable.

**Ray:** Plus, an incredible new copywriting tutorial video series that is absolutely 100% free. Looking good pop-pop! We'll tell you how to get it and we've got a whole bunch more because we're just basically making this episode up as we go. That's how we roll.

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## **Spiritual Foundations**

**Ray:** Don't block my blessing, bro.

**Sean:** Okay.

**Ray:** If I offer you a gift, if I'm holding it out to you with my arms extended, but you keep your hands in your pockets and you're looking off in the distance to whom does the gift still belong? I'm trying to give you a gift, man. Look at me. Hey, look at me! Do you want this gift? Who does it belong to now? It still belongs to me...

**Sean:** There we go.

**Ray:** Because you won't take it.

**Sean:** That's right.

**Ray:** Well, I can't force you to take it, yet sometimes this is how we behave in life. There are gifts that are right in front of us. We have our hands firmly stuffed in our pockets. We're oblivious to what life is offering us. We're more focused on how miserable we are and we love telling people about it.

Probably not you, I'm sure it's not you. You've never done this, but you probably know somebody who has. In fact, you probably want to call them right now and tell them you should listen to this podcast. You'd get some good points out of it. The mattress thing is funny, but keep listening.

There are times when we are so focused on the only thing we can think about, like needing more money, our health problems, our marriage problems, our not married problems, whatever the problems are we're facing. We're so focused on those that we fail to see what God is

offering us right here, in the here and now. Usually, that thing He's offering will lead us directly to what we need provision for.

I want to underline this. I want to make sure I'm getting this through to you. The answer you need to whatever problem you're facing is right in front of you right now. I promise you it is. You just have to look for it and be open to it. You might say, well, I get that, Ray, but I do need money and I don't have my hands in my pockets. In fact, I have my hands out waiting for money to fall from heaven, but God hasn't given it to me yet. The check has not arrived in the mail. I didn't find a \$1,000 bill on the sidewalk.

**Sean:** You know those... Not \$1,000 it's \$10,000. There are \$10,000 dollar bills.

**Ray:** There are?

**Sean:** Yes, I just learned that.

**Ray:** Where do you get them? I want one.

**Sean:** Well, they were printed I can't remember how long ago. They are still technically legal tender, but they're worth like \$140,000 now.

**Ray:** I've just made a declaration, I'm going to have one of those, one day.

If you're thinking, Ray, this all sounds good, it's great, this sounds like good rah-rah stuff, but it's not helping me any. Just keep in mind that this whole 'hands in the pockets' thing is a metaphor. There may be something else God is asking you to do or suggesting that you are ignoring and you're not listening because you're so focused on what you think the outcome is you're missing the process and the process is what's important.

You might say that you're working hard. You might say that you are doing the best you can in your business. You might say that you are tithing faithfully. That you're doing everything right and maybe you are. I certainly don't want to get into a discussion about whether or not we earn God's favor. Please, let's don't get on a tangent about that. We don't, by the way. I'm not going to argue with you, I'm just right.

One thing I do know is that we sometimes block God's attempts to bless us. It's the equivalent of having your hands in your pockets when someone is trying to give you a gift, for instance, if you are holding bitterness and anger in your heart towards someone or you're holding un-forgiveness towards someone.

There's a friend of mine who has had a really rough time with a relationship in his life. He's got all kinds of other problems going on and he just won't let go of this relationship thing. I've suggested to him a couple times if you'd forgive this other person maybe some of this other stuff would break loose for you. His answer the last time we discussed this was he got really angry and said I will never forgive that person, never! I will never ever forgive them!

Okay, I think I might see your problem. So today what I would suggest is that you just ask the Lord to help you search your own heart for anything you may be blocking or using to refuse His power, His grace with.

Let me pause here and say this is not about searching your heart to find out what's wrong with you. Search yourself, brothers, and find your hidden sins.

**Sean:** No.

**Ray:** Scour your soul for the imperfections that you will undoubtedly find there.

**Sean:** No.

**Ray:** No, it's not about trying to search out sin. Most of us don't need to search our sins out we know exactly where to find them.

**Sean:** Yeah, they pop up on their own.

**Ray:** They're easy. We've got them on speed dial. This is more subtle. If you're spending all your energy and emotional reserves on harboring unforgiveness towards someone or you're operating from a victim mindset because you're so wounded, oh, look at me, look how wounded I am, pity me, pity me please, give me things that don't belong to me because you pity me, you're cutting off access to your

own best self. You're limiting your own access to the resources that you have inside of you and you're doing it by choice.

I know that for some who are listening they just quit listening because I made them very angry. Maybe they threw their iPhone against the wall.

**Sean:** That was not smart.

**Ray:** No. That was anger costing you \$600, just saying, so you might try doing something like this. It's not about getting into a perfect sinless state, it's not necessarily about doing all the right things, but it's about coming from the right place so try this. Just pray this with me. If you don't pray, then think of this as an affirmation. You can call it whatever you want to. I'm communing with the Universe. The Universe was speaking to me yesterday. Okay, I'll stop. Just pray this.

*Daddy, we like to call God Daddy because he is our Daddy and Father sounds so formal.*

*Daddy, every part of my life belongs to you. I know you have my best interest at heart. Show me anything I need to do, anything I need to change, anything I need to let go of so that I'm open to receiving everything you want to give me. In Jesus' name, Amen.*

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## **Tip of the Week**

**Sean:** Before we jump straight into the tip of the week I do need to amend something.

**Ray:** Yes.

**Sean:** The Onpurple stuff?

**Ray:** Yes.

**Sean:** Not a sponsor.

**Ray:** Not a sponsor. The Dollar Shave Club?

**Sean:** Not a sponsor.

**Ray:** Because we don't do sponsors here.

**Sean:** Although, we're playing their full commercial on our podcast. It seems like maybe they should sponsor us, but...

**Ray:** We don't accept sponsors.

**Sean:** No.

**Ray:** I know. You're angling for a bend. Okay, tip of the week. Let me ask you a theoretical question. Would you like some in-depth video training on how to create copy that makes more sales, like the copy we were just listening to?

**Sean:** Why, yes, I would.

**Ray:** Would you like to learn how to write copy that sells like crazy, but doesn't sound sleazy or pushy?

**Sean:** You know I would.

**Ray:** Best of all, would you like to get access to these information-packed, professionally-produced and incredibly helpful tutorials absolutely free?

**Sean:** Wow! How could I do that?

**Ray:** Well, just about three days from now... This is time shifting at its best. We're recording this like four weeks in advance.

**Sean:** Like three days from now, the 31<sup>st</sup>?

**Ray:** The 31<sup>st</sup> of March.

**Sean:** Time warp.

**Ray:** We're pretending that now is the day this is published, which is...

**Sean:** The 28<sup>th</sup>?

**Ray:** The 28<sup>th</sup>.

**Sean:** It's the 28<sup>th</sup> today, guys.

**Ray:** Yes, it is. What a beautiful 28<sup>th</sup>.

**Sean:** It's a great...

**Ray:** 28<sup>th</sup>. In three days from today the 28<sup>th</sup>...

**Sean:** The 28<sup>th</sup>, 2016.

**Ray:** On the 31<sup>st</sup> of March we're releasing the first in a series of four videos that will give you the very best ideas, tactics and even some formulas. You can't do it all by formula, but some of it is best done by formula. We encourage you to borrow this stuff. Okay, I'm just going to say it. We encourage you to steal it and use it to make money.

**Sean:** Yes.

**Ray:** Starting right now. Well, starting three days from now.

**Sean:** Three days from now.

**Ray:** How will they get those amazing free video tutorials, Sean?

**Sean:** Well, something tells me and I'm not sure what it is, but I just feel like they need to go to [WriteCopythatSells.com](http://WriteCopythatSells.com). I think they need to put their email address to get an early notification for the videos. I don't know. I'm just spit-balling here.

**Ray:** So you think when they go to [WriteCopythatSells.com](http://WriteCopythatSells.com) and they put their email address into the box there on that page that magically when the videos are available...

**Sean:** They'll be notified.

**Ray:** They'll get an email that says, hey!

**Sean:** That's just what my gut is telling me.

**Ray:** I think I'm going to try it [WriteCopythatSells.com](http://WriteCopythatSells.com), amazing. These are amazing times that we live in.

**Sean:** Yeah, just amazing.

**Ray:** What a world.

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## **Feature Presentation**

**Sean:** You know, the Onpurple thing probably should have gone here.

**Ray:** If we had planned this better, but you've got to think about it like this. We grabbed them right up front.

**Sean:** That's true.

**Ray:** It was a grabber.

**Sean:** We grabbed them and then we tricked them.

**Ray:** Tricked them into listening to the rest of the podcast. You have to watch them tricky lawyers like Atticus Finch. By the way, I just saw that they're going to stop selling the trade paperback version of *To Kill a Mockingbird* now.

**Sean:** Really?

**Ray:** It's coincidental that Harper Lee just died and then the contract ran out for that publishing deal, but it will still be available in much more expensive versions.

**Sean:** Good.

**Ray:** It was a total coincidence and nothing to do with what we're talking about.

**Sean:** Nope.

**Ray:** See, tricky lawyers like Atticus Finch in the movie version 'To Kill a Mockingbird' made me think of my favorite novel *To Kill a Mockingbird*.

It made me think of this news I read about the cheap edition going away.

**Sean:** Yeah.

**Ray:** This is how my mind works.

**Sean:** Okay.

**Ray:** Don't judge me.

**Sean:** Yeah, all right, okay.

**Ray:** Stop it. Three killer copy tactics that create cash, now that sounds like copywriting, doesn't it?

**Sean:** It does.

**Ray:** Now, let me just tell you this...this.

**Sean:** There, you said it.

**Ray:** There, I said it. Don't make me sing.

**Sean:** Whatever you do don't make us eat garbage.

**Ray:** Oh, some people are wondering.

**Sean:** What is up with this episode?

**Ray:** You know, I think they just made marijuana legal in Washington State.

**Sean:** That happened a while ago.

**Ray:** I think them boys are messed up.

**Sean:** No, it's just that half of our humor comes from obscure movie and SNL references.

**Ray:** And so the game for you is what are we referencing? You can Google it all later, it's the second screen experience.

**Sean:** There you go.

**Ray:** So I believe in building businesses for the long term. I mean creating valuable products with a view to the future, thinking about legacy, something that can survive over time, you build a lifelong relationship with your customer and then, here's the reality, sometimes you just need to pay the rent this month. You need to make a quick buck. Both are part of business.

Now, there are people who say, well, I don't do that quick buck stuff because I have higher standards than that. That will last until the mortgage payments due and you don't have the money to make it.

**Sean:** Yep.

**Ray:** I don't mean you still can't have high standards, I mean sometimes you need quick-cash tactics. It's just part of reality. It's part of business. It's why there are sales. It's why there are three-day events. This is why I want to give you these three killer copy tactics that you can use to make cash almost instantly and it's really pretty simple. Tactic number one is:

1. Lead with Benefits

I'm looking at the Dollar Shave page right now. It says "A great shave for a few bucks a month."

**Sean:** Right.

**Ray:** "No commitment. No fees. No BS. Do it." That's leading with benefits. The benefits are a great shave for a few bucks a month and there's no commitment. What it means to lead with benefits is focus on what is important to your buyer.

Michael Hyatt didn't make this up, but he said it so often I think people now believe he originated it, so I'll just give him credit for it. He says everybody listens to their favorite radio station WIIFM. What's in it for me? That is the station everybody is listening to.

They don't care about you. They don't care about your company's history, they don't care about the fact that you grew up in a certain

state or that you went trout fishing with your grandpa. They don't care about any of that stuff. What they care about is how can you help me?

So, benefits, think about how the product you're offering for sale that you want to sell some of today because you need the money, how does it benefit the reader, the listener or the viewer and how does it benefit them immediately.

So The Dollar Shave Club, a great shave for a few bucks a month. That's pretty obvious.

**Sean:** Squatty Potty, healthy colon, happy life.

**Ray:** What more needs to be said.

**Sean:** The button for order now says "Poop Better".

**Ray:** Oh, my.

**Sean:** That's trademarked. They actually have that TM.

**Ray:** It's trademarked?

**Sean:** Yeah, poop better.

**Ray:** It's SquattyPotty.com?

**Sean:** SquattyPotty.com.

**Ray:** It's inappropriate for us to play on this podcast, but you should watch it.

**Sean:** There's a unicorn that poops ice cream, if that doesn't intrigue you...

**Ray:** That's just disturbing. We will get a lot of complaints and unsubscribes about this episode, I promise you. I could make a list of the things that people are going to complain about right now. For those of you who are feeling that way, I just want to say in the most loving way possible, get over yourself.

## 2. Specificity

Be specific. Tie the benefits to specific action.

Let's back up for a moment. Let's talk about what's happened in this episode already. Number one, benefits, benefit-driven copy. Notice how this episode was titled. The title served as the episode's headline, 3 Killer Copy Tactics that Create Cash. That's all about the benefit to you.

Number two, specificity, you want to tie the benefit to specific actions. In this case, I tied the benefit of instant income to the action of listening to this episode. Listen to the episode, learn the three tactics and you can make instant income and then the third key to killer copy that creates cash is:

### 3. Deadlines

Deadline scarcity prompts immediate action. You can say it's manipulative, you can say it's tricky, but the truth is it just works. It's actually natural. Think about this. If you have your favorite music group coming to town to play a concert there's a deadline. If you don't buy your tickets before they sell out you don't get into the show. If you don't buy your tickets before the show you don't get to go.

**Sean:** Right.

**Ray:** So there's a built-in scarcity of time. You know this is going to happen on a certain date. I have to buy my ticket early enough that I get one, I have to get it early enough that I get a good seat and I have to buy it before the actual concert because buying it after the concert would just be dumb.

**Sean:** Right. I mean if you're selling an ethical product and you're not trying to manipulate people.

**Ray:** Yes.

**Sean:** You say this and we say this in our sales material all the time. We're just blatantly transparent with people. We just say why are we putting a deadline on this? To motivate you to make a decision because we believe, like The Copywriting Academy for instance, if you apply the

principles to your business, it will change your business, nonprofit, ministry or whatever it is. It will. It will make it better.

We want you to be successful. We want you to buy The Copywriting Academy because it's going to help you. We know it will help you, so we're going to motivate you to buy it, to overcome the fear, and then we put in the guarantee. If you don't like it, it doesn't work for you, we'll give you your money back, no questions.

**Ray:** Although, here's a funny story. Did you see the complaint we got from the guy who bought a product from us like six months ago?

**Sean:** No.

**Ray:** He wanted his money back because he's out of money and he wants his money back.

**Sean:** Bummer.

**Ray:** He said I know your guarantee is I can return it at any time ever in the future and you're lying to me now telling me it was 30 days.

**Sean:** Ah, no. Sorry.

**Ray:** Some people just don't get it.

**Sean:** What I'm saying is there's nothing manipulative about that.

**Ray:** No, if you're transparent.

**Sean:** If you're transparent and you're saying, look, I realize there's some hesitancy, but I honestly believe what I'm selling you will help you. So I'm trying to encourage you, but I don't want you to feel like you're going to make a bad decision. So if it doesn't work for you, we'll give you your money back.

**Ray:** People say, well, how do you enforce a deadline or a scarcity like a special price, something like that? Well, it's very easy. Let's say that your normal price is \$1,497 and during your promotion your price is \$997. People might say, well, why can't I just buy it at \$997 all the time? It's very easy. We're trying to motivate you to buy it now.

**Sean:** Right.

**Ray:** You can buy it next month, but it will be \$1,497, the regular price.

**Sean:** And it might not come with the same bonuses.

**Ray:** So the best thing to do is to buy it now.

**Sean:** Right. Look, this tactic does get used a lot in manipulative ways and I think that's why people feel that way, but you don't do it manipulatively, like trying to pull one over on people. If you really believe what you have is going to help people and you're transparent about it it's a totally viable and very powerful technique.

**Ray:** Absolutely and we recommend that you use it. If you use these three techniques together you could put something together, a promotion for this coming weekend or for tomorrow, if you can email it out if you have a digital product. You could talk about benefits, you could be specific about how you're going to help them and you give them a deadline to get a special deal and that will generate sales.

**Sean:** Yes.

**Ray:** It will generate sales.

**Sean:** Yes.

**Ray:** We're always amazed on the last day of the deadline.

**Sean:** Oh, yeah.

**Ray:** Here's a tip for you, this is just a bonus. We said three, but I'm going to give you one more.

- Mail multiple times on the final day of your deadline.

I know you don't want to do it. You feel like I've mailed too much already, they're going to complain. Mail at least three times because it's that third, that last email that I send. If it ends at midnight I send it at 11:00 p.m. and I say it's almost done. You've almost missed it. We always get a huge burst of sales in that last hour.

**Sean:** And then we get a bunch of customer service requests like I missed it by like an hour.

**Ray:** Can I please, please buy. Please let me.

**Sean:** It's kind of like, well, you had like a week.

**Ray:** What was your problem again? So those are your three tactics. You want to recap them for us, Sean.

**Sean:** Yes.

**Ray:** Here's the recap.

**Sean:** Here's the recap, play by play recap.

**Ray:** No, I don't think that's what we're going for.

**Sean:** That's what Bobby does.

**Ray:** Bobby is our pug. We'll leave it at that.

**Sean:** All right.

1. Lead with Benefits because people care about themselves more than they care about you.

**Ray:** That's right.

**Sean:** It's true. It's just true.

2. Be specific. Don't give broad, useless wandering generalities. Give specific benefits, actions and case studies.

**Ray:** Field reports.

**Sean:** And then:

3. Deadlines. Force them to make a decision either to say yes or no, but make them decide.

**Ray:** Yeah, that's the power.

**Sean:** Either poop or get off the pot.

**Ray:** Well, so there it is.

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**Sean:** You can find the show notes for this episode, including the transcript episode...

**Ray:** If you want them.

**Sean:** I'd want them...including a transcript by going to [RayEdwards.com/225](http://RayEdwards.com/225).

If you receive value from the show, please consider subscribing using the Apple podcast app. That helps. If you're feeling extra generous, please give us a rating and write a quick review in iTunes.

Now we have a review in front of us prepared ahead of time from Dean Showalter. This was done actually just a month ago. He says...

*If I could only choose one podcast that combines business, faith and life issues the Ray Edwards Show is the one I would listen to. Ray is a man of amazing integrity and inspiration...*

**Ray:** Awe...

**Sean:** *The kind of guy I would love to have for a neighbor.*

**Ray:** Hmm.

**Sean:** *I'm a new podcaster at AirplaneOwnerMaintenance.com.*

**Ray:** That's the kind of guy I'd like to have for a neighbor.

**Sean:** Yeah, seriously.

*Thanks for the help of Cliff Ravenscraft and his course Podcasting A to Z.*

**Ray:** [PodcastingAtoZ.com](http://PodcastingAtoZ.com).

**Sean:** Man, we're just dropping all sorts of non-sponsors.

*I only have 12 episodes so far, so I really value being able to learn from the best like Ray Edwards and Cliff Ravenscraft. Thanks, Ray, for all the value teaching and resources. Keep up the great work. Dean Showalter.*

**Ray:** Well, thank you, Dean.

**Sean:** Any parting thoughts?

**Ray:** Yes, I'd I would just like to quote from earlier in the episode that struck me as particularly salient advice. Most of us do not need to search out our own sins. We know exactly where to find them. I'm not encouraging you to do that, I'm just saying. Don't spend time focused on that stuff.

Until the next time, I pray that God blesses, that you are able to see His blessing and receive it. Get your hands out of your pockets, for crying out loud. Take it. Just take it, it's good.

**Sean:** Take it.

**Ray:** Take it. All right, peace to your house.

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