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## **Seven Keys to More Effective Copywriting; The Art of Writing Words That Sell Episode #226**

**Sean:** That's right, this is the Ray Edwards Show, episode 226. Today's podcast is filled with action steps you can put to work in your business right away. These steps were designed to make more money and it should be no surprise that all seven steps involve your copywriting skills.

**Ray:** Involve what?

**Sean:** Your copywriting skills.

**Ray:** Oh.

**Sean:** We're not going to be esoteric, we're going to be intoteric.

**Ray:** Is that a word?

**Sean:** No.

**Ray:** No, it's not about esoteric. It's not about theory that's what we're saying, it's about practice. Your worst effort actually doing something beats your best effort thinking about doing something, every time. So you'll be able to put this stuff to work, right now, today.

**Sean:** In this week's episode what do we have?

**Ray:** How to know it's time to give up trying to solve the problem you face and try something crazy, something supernatural.

How to get access to our new Copywriting Training series for free.

Seven keys to more effective copywriting. You'll be writing words that sell better, faster and easier than ever before.

**Sean:** And so much more!

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## **Spiritual Foundations**

**Ray:** Have you ever faced a situation that seemed impossible?

**Sean:** Yes.

**Ray:** I think we all do at some point, we run into those kinds of things. Sometimes it just seems that a certain problem has no logical solution. For instance, people die. It's not a news flash, yet we act like it's a surprise every time it happens and there are other problems that come up as well... illness, financial misfortune, injury, tragedy... and it's in moments like these that we need to give up trying to figure things out that's what I believe.

I've spent 50 years on this planet. It's weird to say that, but I've learned that there are times when it just doesn't pay to try and figure it out, because you're not going to. Sometimes it's best to remember that we have access to a different source of understanding. The Apostle Paul calls it The Mind of Christ.

You've probably heard or read the Scripture before, if you've gone to church ever, that we have the mind of Christ. The Apostle Paul wrote those words, but what does that mean? It sounds nice and poetic to say oh brothers, we have the mind of Christ.

**Sean:** Love.

**Ray:** Sweet love. Dearly beloved... Think about the actual meaning of the words. I didn't make this up, it's in the New Testament. So, if we have access to the mind of Christ. That sounds to me like it means we have access to the vast storehouse of knowledge that is possessed by God himself. And trust me, He knows the answer to your problem, He is not looking for it on Google.

How do we access this source of wisdom and power? We have to do the most counterintuitive thing of all for most of us, we have to turn off the logic machine, stop researching our problem on Google, stop looking it up on YouTube, stop overanalyzing the problem...

**Sean:** I learned to be a chiropractor on YouTube.

**Ray:** You can do that. You can learn to be a surgeon on YouTube, but I don't recommend it and certainly I don't recommend practicing. The point is, you have to stop looking for the answers to these kinds of problems in the natural realm. Now this will freak some people out, so if you're freaking out right now that's okay, just take a deep breath and it'll all be over soon.

It's time to tap into the supernatural. There's a phrase among friends of ours, people that we run with, who like to say we need to be naturally supernatural. That means simply, to not be freaked out by the fact that there are things we can tap into that we don't normally understand, that don't make total sense to us but we know that they change lives and situations. That's supernatural.

So it's time to stop leaning on what we understand and instead, make a choice to trust God. None of the problems we face are a surprise to God nor do they pose a challenge to him. This might be upsetting because you think there are terrible things in my life, why doesn't God care? God does care, He cares more than you or I care. That's hard for us to understand.

Your mind is a powerful thing. It was created by God and is good, but sometimes your mind will try to distract you, so you don't even notice that God is speaking to you, to your heart specifically all the time. Your mind is the source of fear, doubt, terror and these emotions can block the signal God is broadcasting to our hearts. Just think of it as Satan's jammer.

That's why it says in the book of Proverbs, 'We should trust in the Lord with all our heart, and not lean on our own understanding.' The point is, if you can simply let go and stop thinking about the problem and solutions that you've come up with so much and just listen for what God has to say, you will often discover faith rising up inside of you. You'll start to feel hope, even in impossible situations and whether

you're a religious person or not, faith and hope, we can all agree are states of consciousness where we get access to the best parts of ourselves. We get to perform at our highest level.

So today, no matter how dark things may look to you right now, choose to lean on God, on faith. Trust that He has a good future in store for you. Trust that he's poured out grace and favor on your life. Trust him, because in the final analysis He's the only one you can totally trust every time. He gets the final say. So, if you're so inclined you could join me in a prayer like this one...

*Daddy, God, I'm making the choice to lean on you, not on my own understanding. I know that you are working out all things for my good, so I won't put my confidence in the evidence that I see, but I will trust in you Lord, in your word, I will trust in you. I receive your peace, in Jesus name, Amen!*

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## **Tip of the Week**

**Ray:** Would you like some in-depth video training on how to create copy that makes more sales?

**Sean:** Yes I would.

**Ray:** You were just thinking that?

**Sean:** I was. It's like you're reading my mind.

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

**Sean:** This is so weird.

**Ray:** Well, I'm feeling like you would also like to get access to these information packed, professionally produced incredibly helpful tutorials absolutely free.

**Sean:** I am shocked. It's amazing.

**Ray:** You'll be blown away by this news, because you're going to give it.

**Sean:** It's coming to me now. A few days ago we released the first in a series of four videos that will give you the very best ideas and tactics and even formulas that we encourage you to borrow, steal and use in your own copy to make more money.

**Ray:** Wow, when can we do that?

**Sean:** Starting right now.

**Ray:** How do we start right now?

**Sean:** Well, you just go to WriteCopyThatSells.com and then you put your email address into the magic box to get access to the videos.

**Ray:** Do I just put the emails in the magic box and just wait or is there something else I have to do.

**Sean:** Click a button to submit.

**Ray:** Go to WriteCopyThatSells.com, put your email address in and you have to click the button. It is onerous.

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## **Feature Presentation – 7 Keys to More Effective Copywriting**

**Sean:** One that's not on that list is just totally outliving your podcasts.

**Ray:** Because apparently it makes them better. At least, as far as we're concerned. We've had a good time.

**Sean:** We have an outline, we know where we're going.

**Ray:** You wouldn't know it. Even if you were reading the outline you'd say that's not in the outline.

**Sean:** So much of that is not in the outline.

**Ray:** I don't know what that means for the future of Omni Outliner pro, not a sponsor.

**Sean:** Not a sponsor.

**Ray:** Let's get into the topic for today. The keys that will unlock the door to your financial future.

**Sean:** That's not in the notes.

**Ray:** No, I just adlibbed that.

**Sean:** That was good.

**Ray:** Thank you. I just went with it, keys, what does that bring to my... locks, doors that lead to...

**Sean:** Things I want.

**Ray:** Key number one...

1. Begin with the end in mind.

I borrowed this phrase from Dr. Stephen Covey. Not ours.

**Sean:** But Steven Covey's industry, not a sponsor.

**Ray:** Not a sponsor, an endorser and not happy with us right now.

**Sean:** Probably not.

**Ray:** You have to forgive us because you're forgivers. Begin with the end in mind means, know what you're after when writing your copy. This sounds so stupid, yet what's even more stupid is writing your copy and not really knowing what your point is, which we see very often.

**Sean:** Very often and you ask a simple question like, what do you want people to think about you or they say, what do you want them to take away?

**Ray:** Okay, maybe you should.

**Sean:** You definitely should.

**Ray:** Yes, you should know what the outcome is you want. What do you want them to think, know, do, believe? Start with the end in mind.

Focus everything on that, that becomes your compass and when you start getting off track we say hang on, are you headed north?

**Sean:** Recalculating.

**Ray:** Make a U-turn

**Sean:** Turn right here. No, I think she means up at the bridge. It knows.

**Ray:** It knows, Dwight. If you can catalog all the obscure references we make in the episode you will nothing.

**Sean:** We'll give you a digital bad.

**Ray:** The next number is...

2. Tune in to the world's most popular radio station.

**Sean:** Beats 1.

**Ray:** That is not the world's most popular. It's WIIFM, playing all the hits you want to hear, because this station is all about you baby. (What's in it for me)? It's all people care about.

**Sean:** That's not a slur, a derogatory or a condemnation, it's just true.

**Ray:** Yes. In fact, we don't want to name names, but we get requests often from different people, different companies that want our feedback on their copy or marketing. Sometimes it might be a political campaign. We saw some copy recently and the first draft to the copy was a good effort, but it was focused on the candidate.

I don't want to say anything bad about this person because I like them a lot.

**Sean:** I like them a lot too. It's a very common thing, not just in politics but in marketing in general. When people are marketing they usually want to say hey look, this is who I am, and what I do, buy from me.

**Ray:** This is why I do it. They've read the book by Simon Sinek, *Start with Why* and that kind of thing and they think, that's what you do.

**Sean:** You know and in politics it's like I want to be relatable I don't want to seem like I'm on a high.

**Ray:** I'm a regular guy.

**Sean:** I'm a guy, even though I'm running for office.

**Ray:** And I'm a multi-millionaire, but I'm a regular guy.

**Sean:** That's all good, but the thing is...

**Ray:** How does it relate?

**Sean:** ... to them. As much as I like me and I'm my favorite subject.

**Ray:** You like you?

**Sean:** I do. I realize that that's true of everyone else but reversed inwards.

**Ray:** Everyone is focused on themselves.

**Sean:** Yeah, which I mean, what I wanted to say is that that even goes down to your cells, like every cell in your body is wired to preserve itself, so as long as you're not killing others to benefit yourself there's nothing wrong with that. In your marketing you just have to realize that.

**Ray:** You have to bring it back. You do talk about yourself. You do tell your story. You do tell your why.

**Sean:** But in a way that demonstrates how you can help your reader.

**Ray:** Because if you're not talking to them about how you're going to help them.

**Sean:** You're not talking to them.

**Ray:** They don't care.

**Sean:** Because they're not listening.

**Ray:** Correct.

3. After you've written it, ask if it passes the so what test?

Meaning, could someone see this commercial, hear this commercial or read it and say so what? If they can then start over. It's a simple test.

**Sean:** Then you ask the so what and when you answer the so what you delete what you just wrote and you put the so what in its place.

**Ray:** Exactly.

4. Write liberally.

This doesn't mean from a political standpoint. It just means turn all the filters off. Write whatever comes to mind, as much as comes to mind, whatever language comes to mind.

**Sean:** What do we call this draft?

**Ray:** The vomit draft. Just puke it onto the page.

**Sean:** And that leads to...

**Ray:** Number five.

5. Edit ruthlessly.

**Sean:** So you would take out all things inappropriate.

**Ray:** Right, but you're never going to push the edges of your most powerful copy unless you take the filters off. You have to take off the chains and limits and go as far as you can go. I like to pretend I have the power to give them anything they want, then that's what I'm going to write about. Then later I go back and edit that ruthlessly, because I can't help them lose 30 pounds a month by eating nothing but donuts and pizza.

**Sean:** Right, but what can I do? I think, going back to last week's episode, if you haven't listened to that, we talked about some ads like OnPurple, not a sponsor, DollarShaveClub, not a sponsor, but all those ads they pushed the limits of what was acceptable.

**Ray:** I'm sure their first drafts were way over the edge.

**Sean:** Right, but because they went over the edge and they were able to rein it back in a little bit they were able to produce some compelling copy.

**Ray:** I'm excited, these new territories we're exploring, I mean we're learning, we're students just like you are, even though we teach the Copywriting Academy and we help people with their copy, the only reason we can do that is because we keep studying, we remain students, so I'm excited to see where we can take all this stuff going forward.

This is one almost everyone ignores...

#### 6. Read your copy to real people.

Like the car ad where it says real people not actors. I always think, if I was an actor how would I feel about that? I'm a real person. I have feelings, of an almost human nature.

**Sean:** I'm not just a pretty face.

**Ray:** I say read it to real people because it's much more difficult, trust me, to take your copy and stand in front someone and say let me read this to you, because all the parts you don't feel good about, you will instantly know you don't feel good about them. I don't want to read this I'm embarrassed, because this is horrible.

Or, even worse, you'll think it's great and you'll look at their face and they're like, what did you just say? No, back to the drawing/writing board.

**Sean:** Go put some ice on that bruise on the ego. I'll be okay. I'm fine.

**Ray:** Next, everyone talks about testing, just test it, that's the standard marketers answer, just test everything, a/b testing, multi variant testing, visual optimizer test. Here's the truth, there's only one test that matters.

#### 7. The debit card test/the wallet test.

**Sean:** We're not into the credit card test.

**Ray:** We don't do credit.

**Sean:** You can buy stuff with us with a credit card.

**Ray:** We recommend you either pay it off completely or honestly, if you can't afford it don't buy it. The only test that matters...

**Sean:** That's bold advice, if you can't afford it don't buy it.

**Ray:** You know, I like to go out on the edge.

**Sean:** Pushing the edge like we just talked about.

**Ray:** Exactly. Might need some editing, I mean, if during a launch you tell people if you can't afford it don't buy it? We would be saying we have integrity, don't let that get out.

The only test that matters is if they buy it, so what I'm saying is, if you send your copy to a buddy and they send you an email back that says hey that was really good copy then it wasn't good. Here's how you know it was really good copy. An order comes through after you send them a copy or they call you and say dude, I want to buy this, can I just pay you? That's how you know it's really good copy.

It's up to you whether you want to sell it or give it to your friend, that's your call, but if you give it to them for free then they won't value it. It works that way.

Sean, do you want to give us the recap of the seven keys?

**Sean:** Yes. To effective copywriting...

1. Begin with the end in mind; know where you're going.
2. Tune in to the world's most popular radio station, WIIFM.
3. After you've written it, ask if it passes the, so what test? If it doesn't answer the test and then delete what you wrote and write the so what.
4. Write liberally.
5. Edit ruthlessly.

6. Read your copy to real people, which will expose the weak points.
7. The debit card test/the wallet test, basically if people buy.

**Ray:** That is the only test that matters.

**Sean:** If you're not selling a product, if people buy into your idea or into your music or whatever. That is the what to do part of today's show, head over to WriteCopyThatSells.com.

**Ray:** What do you get there?

**Sean:** You get free video training while it lasts.

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**Sean:** All right, you can find the show notes for this episode, including a transcript by going to [RayEdwards.com/#226](http://RayEdwards.com/#226).

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.

*Here's a quick review. Sisam... I found Ray's show in 2015, after listening to the Cliff Ravenscraft show. Formerly, pursuing a balanced life podcast. This show is simply one of the best podcasts out there today, notwithstanding mine. First, if you want to take your copywriting to the next level you must listen to this show. As a writer I understand the power words can have in someone's life. Copywriting is all about changing lives.*

*I know there are those who dislike Ray's Spiritual Foundations but this is the heart of the show. Without faith and allowing our trust in Jesus Christ to be the center of our lives in business, we will fail.*

*Business, Ray discusses the principles of running and online business and how good copywriting will help you land that sale. If you want to learn the ins and outs of business this show is for you.*

*I know interviews is a new aspect of Ray's show, but when he interviews other business owners, you get a feel Ray knows what he's*

*talking about. He pulls back the curtain in other people's businesses to show how we can run better online platforms ourselves.*

*Tips, if you're looking for the next hack, app or tool to help propel your business further, look nowhere else. Ray gives us only the very best and never endorses something he doesn't use or believe in.*

*So what are you waiting for, download and subscribe now.*

He's taken pointers from copywriting.

**Ray:** He sure has that's good copy.

**Sean:** That's almost a sales letter in a review.

**Ray:** Thank you. I'm sure we got your name wrong, just drop us an email to [support@rayedwards.com](mailto:support@rayedwards.com) and we'll get your name on the air properly. We appreciate that. Thank you.

**Sean:** Yes, it was thoughtful and encouraging. Any parting thoughts?

**Ray:** I'm going to quote myself. Your worst effort actually doing something, beats your best effort thinking about doing something, every time.

Until next time, I pray that God continues to bless you and do more for you than you can ask or possibly even imagine. Peace to your house.

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