

## Does Everybody Need A Sales Letter?

### Episode #248

**Ray Edward:** *Ray Edwards Show Episode 248.* Does everybody need a sales letter?  
Yes.

**Voice over:** *The Ray Edwards Show - Live Your Destiny by Design - Start, run and grow your own internet based business and create the life of your dreams. You can do it. This is the Ray Edwards Show.*

[music]

**Sean:** I feel like you gave it away, like we don't even need to do the Podcast now.

**Ray:** I feel like you did sub-minimal advertising.

**Sean:** Sub-minimal, is that what you said?

**Ray:** Or subliminal?

**Sean:** Subliminal. Sub-minimal.

**Ray:** Is that what you said? The other voice that Ray uses?

**Sean:** [laughs]

**Ray:** I don't know what your problem is.

**Sean:** [laughs] Does everyone need a sales letter? This is a question we get a lot.

**Ray:** Because [unintelligible 00:00:57] business said, "Sales letters won't work." And my audience won't respond to that kind of communication.

**Sean:** And video is-

**Ray:** The way to go.

**Sean:** -the way to go. This is what I've to say to that. You just put a stick camera, stand in front of it and start talking about your product and stuff and see how it does.

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**Ray:** Yes. Let us know how that works for you.

**Sean:** Yes. Let us know how that works. Some of you it might work well, because you naturally understand communication, but for most people-

**Ray:** That is not going to work.

**Sean:** -that is not going to work.

**Ray:** So we have kind of have broadcast the intention of the content of this episode already. Come on how smart do you have to be to figure out these two copy writers-

**Sean:** Right.

**Ray:** -are asking, "Does everybody need a sales letter?" How are they going to answer that question?

**Sean:** Right. No we're out of a job.

**Ray:** I guess we should end this episode now. No, I've prepared things for this episode so we are going to use them.

**Sean:** Okay.

**Ray:** So we'll be back taking up the sales letter thing after this.

**Voice-over:** First things first and creating prosperity with purpose. This is Spiritual Foundations.

**Ray:** So this is the question then. So many things came out of *Copy Writing Academy Live*. We had lots of conversations with people between sessions. They asked me about spiritual things.

**Sean:** I got asked about a lot of spiritual things, because of that one throw-away-comment which you are not going to make again.

**Ray:** No. Let's don't get into that. For a future episode maybe. You did create quite the hubbub with that.

**Sean:** I didn't think-

**Ray:** Sean just made an offhanded comment, just dropped a stick of dynamite with a fuse burning and walked out of the room.

**Sean:** [laughs] If you really want to know the answers, ask me.

**Ray:** People were piling up. What was he talking about?

**Sean:** 15 people over the course of the next day.

**Ray:** Now we've created a bunch of curiosity to the podcast listeners. Maybe on our next episode, perhaps.

**Sean:** [laughs] maybe.

**Ray:** But this time around I want to talk about something that I've been asked many times, which is people know in general that I'm a person who believes that we can ask for God's help and his wisdom and even his intervention and his favor in our business. And he will grant it. And yet some people experience time when they ask God for something and it seems as though they're not getting what they asked for.

Let's say, for instance, you might be afflicted with a disease and you might ask God, "Would you heal this, because you promised you are the God who heals me and you promised that if we lay hands on the sick they will recover. So I got this disease, how about we get it healed?"

**Sean:** I'm sure you have no experience with that.

**Ray:** I have a touch of experience with it. I've seen God heal many, many things miraculously. They could not be explained by medicine or by the placebo effect or that is just all a psychological-- I've seen him heal things that could not be healed, but any other way than a miraculous intervention and there was proof.

**Sean:** Right.

**Ray:** Then I've also seen cases where we ask for healing or we declare healing depending upon which stream of belief we are a part of and it apparently doesn't happen. But I believe this- I believe there is no such thing as an unanswered prayer, that's probably a topic for a different episode, but—

**Sean:** I thank God for unanswered prayers.

**Ray:** Don't get your theology from Girth Brooks. That's the message here.

**Sean:** [laughs]

**Ray:** Then in 2 Peter 3:9 says, "The Lord is not slack concerning his promise, as some count slackness." I'm going just going to leave it-that's not the end of the verse. I'm going to leave it at that. So what he's talking about here, some people say, "God promised this thing and it hasn't happened. So what's up with that? Maybe he's not going to deliver." And he's saying, "No God isn't slow in answering his promises, some people count slowness." that's how to translate in the modern language. There's a saying that I've heard before, I have even used it myself, which is "God's delays are not God's denials." and I would add to that. This is my own invention that goes with this saying, "God's delays are not God's denials and they are not delays either." Because God shows up precisely when he means to, never a moment too late and never a moment too early.

**Sean:** [laughs] God's scared of?

**Ray:** Well, no. But Tolkien was also a follower of the deity which we worship, in case you didn't know that. So what am I trying to say? We think perhaps that God is delaying something or allowing something that should be resolved and the fact of the matter is- this I picked up by reading a book by a Timothy Keller recently. God always answers prayers, but he gives us the answer that we would have asked for if we knew everything he knows.

**Sean:** I like one-- I also like what Bill says is that—

**Ray:** Bill Johnson, you mean?

**Sean:** --Bill Johnson yes. Sorry. He and I we're on first name basis. Me and Bill.

**Ray:** Me too. Me and Bill too. He doesn't really know me.

**Sean:** Me and Billy.

**Ray:** No, don't do that.

**Sean:** [laughs]

**Ray:** But what does Bill Johnson say?

**Sean:** He says, sometimes we are asking for a prayer in a place, but God's goal is to make us the answer to that prayer.

**Ray:** Oh, there you have it.

**Voice over:** Now, simple hacks that make life cheaper, easier and faster - Ray's Tip of the Week.

**Ray:** Some of you are experiencing something with our Spiritual Foundations. They have taken a bit of a turn, where we are just delivering them in short little bullet points and not giving you all the answers. It may be frustrating, but we feel like it's probably more effective.

**Sean:** And it will make you wrestle out the answers. If you have to wrestle with them, you get more out of them.

**Ray:** You'll own them.

**Sean:** You own them.

**Ray:** All right. Tip of the week. How do you like typing on the glass keyboard of your iPad Pro?

**Sean:** I only do when I have to.

**Ray:** Otherwise you use the smart keyboard?

**Sean:** On my-- yes.

**Ray:** Which is awesome by the way.

**Sean:** Yes it is, because it feels like a real keyboard.

**Ray:** But sometimes, we have to use the glass keyboard or maybe somebody doesn't have the smart keyboard cover or they don't want to take the keyboard along with them. So for those times, when you have to type on a glass keyboard, first of all I think this is the best iOS keyboard that there has been, because for one thing it's got the numbers.

**Sean:** It does?

**Ray:** Yes.

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**Sean:** Oh, that's cool. I've wondered, like on the iPads, they have enough room. But they've put some extraneous things in that bar. I was like, "Why can't they just put some numbers up there?"

**Ray:** Finally.

**Sean:** That would be super helpful.

**Ray:** Finally they did. There is a way to practice typing- remember the Mavis Beacon Teaches Typing Program?

**Sean:** Yes, I remember.

**Ray:** Well then there is one like that for the iPad Pro in particular and it's called tap typing. It helps you speed up your typing on iOS on the glass keyboard. It practices, it tracks your speed and your accuracy and so that allows you to improve your typing and get faster at typing on your iPad or even on your iPhone. Don't try to type on your iPhone.

**Sean:** No.

**Ray:** I don't recommend it.

**Sean:** Obviously with your thumbs, you can pound out a quick message pretty easily, but if you are like working on a novel—

**Ray:** That's probably not the best place to do it.

**Sean:** No.

**Ray:** But you know what, if it works for you, then who am I to say? But if you want to practice and get better with an iOS typing trainer, there's no better one than I know of than the one at [gettotyping.com](http://gettotyping.com), [gettotyping.com](http://gettotyping.com). There's a link in the show now if you go to [rayedwards.com/248](http://rayedwards.com/248) that will take you straight to the show and you click on the link and go right to the Tap Typing website.

**Voice-over:** And now our Feature Presentation.

**Ray:** All right. So the question is, does everybody need a sales letter? Which usually what that really means is, do I have to write a sales letter?

**Sean:** Yes.

**Ray:** Do I?

**Sean:** Yes.

**Ray:** Why?

**Sean:** Well-

**Ray:** It's a lot of work.

**Sean:** There are five reasons why.

**Ray:** Nobody reads those things anyway.

**Sean:** Five reasons why.

**Ray:** They are too long.

**Sean:** Music is too loud.

**Ray:** It's giving me a headache.

**Sean:** Somebody buy me a coke?

**Ray:** Did you know Bob was here? Hayward Banks.

**Sean:** 100 bucks.

**Ray:** 100 bucks. Fishing worms. Five reasons you need a sales letter, whether you think you need one or not. Reason number one.

**Sean:** To understand your unique value, message and mission.

**Ray:** Now can't I understand all that without writing a sales letter, Sean?

**Sean:** Yes and no. Yes and no.

**Ray:** Explain.

**Sean:** Well, if you've been listening to our podcasts recently last five or six episodes we were talking about the five phases of business and all that sort of fun stuff. We talked about how people like to run their businesses out of order. One of the crucial things that you need to understand and you need to crystallize for yourself not just for the people but for yourself is, what are you offering? What is the value that you're bringing to people?

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**Ray:** We talk about this sometimes you'll hear me say, you need to understand the value you bring to the world. That sounds really cool and femoral and like --.

**Sean:** But we mean something tangible.

**Ray:** We're not talking about some new AG vague kind of thing.

**Sean:** No, and like some sort of sense of, "Oh, me is my person, people just love me." Well that's true, but it's not what we're talking about.

**Ray:** We're saying, what do you bring to the market place that people will pay you money for?

**Sean:** Because its valuable and they want it.

**Ray:** That is a concept.

**Sean:** We're talking very specifics here, like Revel 77 has a very tangible value that they offer us.

**Ray:** Yes it's good coffee.

**Sean:** It's good coffee.

**Ray:** And a good environment and friendly people.

**Sean:** Yes, this is all very good.

**Ray:** Not only is it what value do you bring to the market place, but you have to define in writing, because as I shared at the *Copywriting Academy live* event. Writing is the doing part of thinking.

**Sean:** Yes.

**Ray:** I still don't know who originally said that.

**Sean:** I thought you knew at one point.

**Ray:** At one point I thought I did too, but it's one of those things that I knew and now - wait a minute, it just came to me I know who said it.

**Sean:** Yes.

**Ray:** Dave Lakhani.

**Sean:** There you go, because Tammy was trying to find it at the event to give a proper citation and we couldn't find it.

**Ray:** It's Dave Lakhani.

**Sean:** Okay.

**Ray:** I think his website is Bold Approach Marketing. He is in Boise Idaho if I remember correctly.

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

**Ray:** It is. So Dave props to you my friend.

**Sean:** Yes.

**Ray:** Writing is the doing part of thinking, so if you don't write it down, you haven't finished the process of thinking this through, what your value is that you bring to the market place since I'll pay you money for. Then you also need to know what your- I got this kind of out of borrowing the notes. What you're missing is like how are you accomplishing the delivery of that value? That's what your mission is. Then what's your message? Which is how do you talk about all that?

**Sean:** In this space, we deal with a lot of platform and thought leaders not exclusively we also have some dairy farmers and lawyers.

**Ray:** People who sell street signs with sports teams names on them.

**Sean:** Yes Mark Roland, awesome.

**Ray:** I think where you were going was we deal with a lot of thought leaders and so -

**Sean:** We going to talk about focus.

**Ray:** Mission and focus that was a time out. Here is the story from *Copywriting Academy live* we have to share.

**Sean:** If you want to go to a marketing conference that make you laugh--[laughs]

**Ray:** It's ours you get marketing information, copywriting work, and standup comedy Improv.

**Sean:** Improv.

**Ray:** Sean started talking and then got distracted--.

**Sean:** Yes by my own comments.

**Ray:** By his own comments and then he stopped and he said, "What was I going to talk about?"

**Sean:** What were we to-- I forgot.

**Ray:** There was a long awkward silence as the entire audience waited including me because I was like, I don't know where you were going.

**Sean:** I don't know where you were going. I said what were we talking about?

**Ray:** There was a long pause and suddenly you say--.

**Sean:** Someone from the audience.

**Ray:** Oh, so I said, "Focus."

**Sean:** Focus and I was like, "Oh yes focus."

**Ray:** That was it?

**Sean:** Which is just ironic.

**Ray:** The exact opposite of what I was just doing.

**Sean:** And I've forgotten what we were talking about. [laughs]

**Ray:** We initially we were saying that step one. The reason number one that you need to have a sales letter, regardless of what your product or market is just to understand your unique value, what you bring to the market place that people are willing to pay money for, your message and you mission. You were saying that we work with a lot of thought leaders, and so for them it really is about mission and message, because they're speakers and writers.

**Sean:** They're trying to encourage other leaders and entrepreneurs.

**Ray:** That make sense, but does it make sense for the guy who owns a dry cleaning, or chain of dry cleaning stores?

**Sean:** Absolutely, your mission just looks different.

**Ray:** For example.

**Sean:** Like if I were owning a dry cleaning store chain. My mission would be, “Look these people are coming here because they need clean clothes, and they can’t do it themselves, so how do I make it as easy for them as possible? How do I create an environment for them that allows them to do this in the most conducive way possible? What is my mission here? I’m not just selling washing machines I’m selling people--”

**Ray:** Well, in traditional marketing we would say, you’re selling them clean and pressed clothes, but really what you’re doing is you’re removing friction from your life. You’re saving them time and you’re removing friction from your life.

**Sean:** Right.

**Ray:** People get their dry cleaning done for different reasons. Some people because they don’t like to do the washing, and laundering, and ironing themselves, some people because they don’t have the time, some people because they just don’t like to do any of that. There is different reasons but you’re removing friction from your life. Regardless of what your business is you do have a mission, you do bring value to the market that people are willing to pay you for, and if you don’t you need to find a different product.

**Sean:** Right, and I know people who have been like super proud and have developed mission, I can’t think any of them on top of my head, but you know people that make some of them most innocuous things like washers, not like washers that you put clothes in, but like the little metal things that-[laughs]

**Ray:** I make L brackets.

**Sean:** I make gaskets but they take a man’s pride in it, because they know that those things are going into machines and equipment that are going to run for years and decades, and they take pride in the fact that they produce a good quality product.

**Ray:** I sell propane and propane accessories, well that's needed.

**Sean:** Yes it is.

**Ray:** If I'm going to be able to grill my steak I need that, unless I'm a charcoal guy.

**Sean:** That's reason one, you have to be able to understand your value, message, and mission as clearly as possible. In fact when we're doing like book writing workshops and stuff like that, we use a quote by someone I can't remember. He is talking about writing a sermon.

**Ray:** J. H Jowett?

**Sean:** Yes.

**Ray:** Who writes about, you need to be able to- I'm paraphrasing now, but you need to be able to distill your message down, to one single diamond like clear crystal sentence. He says the getting of that sentence is the hardest work you'll ever do.

**Sean:** Right, because everything else flows from that.

**Ray:** That's what we're talking about and that leads to reason number two, you need a sales letter, because this is how you give yourself the language to articulate those things we just discussed to your person, to address their pain and to show them how to alleviate their problem.

**Sean:** Exactly, I mean again it seems like we're just beating the crap out of this concept, but it's just so important that people have such a hard time with it. It's that you have a person, they have a problem that's causing them pain.

**Ray:** Here is something really important, you need to recognize that they are responding to the pain they feel, not the pain that you think they should feel.

**Sean:** That's another thing we run into all the time, we you say why- what do you do for people? "Well, I help people produce analytics for their market analysis, and that's congruent with their business mission."

**Ray:** That is not the pain they feel.

**Sean:** That's not what they're feeling.

**Ray:** They are feeling--.

**Sean:** No one wakes up and says that.

**Ray:** I need that thing that you just said, what they wake up saying is, "Oh my God, we need to make a profit this month."

**Sean:** "I don't know why our ads aren't working; oh my God what am I going to do?"

**Ray:** "What's going on, and I have no idea what's broken in my business."

**Sean:** If you start talking to people about producing an analytic- blah, blah, blah they're not going to listen. But they say, "Hey are your ads not performing the way they should be? We'll help."

**Ray:** Now that doesn't mean you don't deliver that long-winded thing you just said, it was actually kind of accurate.

**Sean:** Right, it was marketing Tekno bubble.

[laughter]

**Ray:** What we do is we re-route their EPS contours-

**Sean:** Contours to the main deflector dish.

**Ray:** That fixes their marketing, trust me it works.

[laughter]

**Ray:** The thing they want is to make their ads work, but we're also delivering to them, while we're selling them what they want, we're giving them what they need.

**Sean:** Exactly.

**Ray:** If you don't do that then it won't work for them, and they won't come back, in fact they'll be mad at you.

**Sean:** Again all these things come from the crafting of your sales letter.

**Ray:** Reason number three is you need a sales letter to--.

**Sean:** This is good, this is a hard.

**Ray:** This is a mind blower.

**Sean:** This is a very hard.

**Ray:** Stand back a little bit from the podcast ear buds.

**Sean:** You're going to be so surprised.

**Ray:** To sell your stuff.

[laughter]

**Ray:** Let's not lose sight of that. It is called a sales letter or sales copy.

**Sean:** We'd like to use the more grandiose language of value, vision, and message, because that's all true, and it gets around some of the baggage that people have when they think of--.

**Ray:** There is these free messaging.

**Sean:** Some people they think of marketing and copywriting, and they think of that cheesy stuff that no one likes and it does not over try to communicate, but at the end of the day you are trying to sell your stuff.

**Ray:** You got to have a vehicle for doing that.

**Sean:** You got to have a way to communicate that.

**Ray:** That's called sales copy.

**Sean:** Yes.

**Ray:** Reason number four you need a sales letter is to inform all your written messaging. That means you have a pool of language to draw from when you write emails, when you script out videos. Remember at the beginning, was it at the beginning of this podcast or another one, where we were talking about just stand in front of a video camera?

**Sean:** Is this one because like all- you don't need a sales letter because we do video now.

**Ray:** What are you going to say on the video? That comes from-

**Sean:** Your sales letter.

**Ray:** See that's free, that's how this works.

**Sean:** If you think video sales presentations are like a new and fancy thing, the only thing new about them is that it involves a camera.

**Ray:** And a picture, a moving picture.

**Sean:** Got a moving picture.

**Ray:** I got him a sales letter, but he's got him only moving pictures on it.

**Sean:** Complete with sound.

**Ray:** This is the coming thing.

**Sean:** It's scary.

**Ray:** Brisco County, Jr. I miss that show.

**Sean:** That was good.

**Ray:** Reason number five why you need a sales letter.

**Sean:** Just closely related to reason number four.

**Ray:** To inform all of your spoken messaging.

**Sean:** Yes, because again going back to the-- what does the person feel? How do they describe their own pain? If you're talking about your elevator pitch, you're meeting someone at a conference or something like that.

What you don't want to say to people is, "I help people analyze their marketing platforms and blah lalalalalalala" You could just-- as long as you know the language of what you're saying then you can easily say, "I help people find the weaknesses in their marketing."

**Ray:** If you've done your homework and you've gone through the five phases you know the pain that your prospect feels.

**Sean:** You know the language they use to describe it.

**Ray:** And you just use it right back at them.

**Sean:** Yes. Then they like, "Oh my God help me. I will pay you right now."

**Ray:** They will.

**Sean:** They will.

**Ray:** We know because it happens to us and sometimes we have to say no.

**Sean:** Sometimes it's a little scary.

**Ray:** Really?

**Sean:** It's like Oh no.

**Ray:** You're frightening me.

**Sean:** Yes.

**Ray:** We are in a parking lot dude.

**Sean:** [laughs]

**Ray:** It's a little weird.

**Sean:** Do you need sales letter? Those are five reasons.

**Ray:** And I think of it like this, I would recommend it to anybody. I don't care if you run a nonprofit or a church?

**Sean:** Because you need to figure out your messaging.

**Ray:** And think of it like this, if calling it a sales letter bothers you, call it your value manifesto.

**Sean:** There you go. Your value manifesto.

**Ray:** It's still a sales letter but you can call it a value manifesto and you'll feel better about it.

**Sean:** Because that's what we mean when we're talking about a sales letter. You are writing a manifesto about the value and how you can help people solve a problem.

**Ray:** Even better when you talk to your board, they will be more impressed with you writing of value manifesto as opposed to you writing- "I'm writing a sales letter."

**Sean:** If you got to present something to your boss or something don't call it a sales letter.

**Ray:** Or if you're going to *Copy Writing Academy Live* and you want your boss to pay for it. Don't say, "I want to go to this thing they teach me how to write sales letters." Just tell him, "I'm going to learn how to write a value manifesto for our company."

**Sean:** And they'll be like, Oh--

**Ray:** "That sounds very corporate, you should go to that."

**Sean:** Because believe me, even though the big corporations are quite often very successful, sometimes they're the ones that need--

**Ray:** Most need help with their messaging.

**Sean:** This simple, simple messaging.

**Ray:** I'm looking at you serious.

**Sean:** You always bring this up, you talking about the- what's the type of ads that most people, businesses use?

**Ray:** Institutional Image Advertising.

**Sean:** It's like every corporation uses that.

**Ray:** We are Gen Corp. We've been in business for 75 years providing value, integrity-

**Sean:** And jobs.

**Ray:** For everyone. In a way that sustainable and cares about the environment. So we are Gen Corp.

**Sean:** It's like that's--

**Ray:** What does that mean to my life?

**Sean:** I don't understand.

**Ray:** I just feel like I lost 30 seconds of my life that I'll never get back.

**Sean:** I'm like totally just tuned out because nowhere am I experiencing any pain but my problem that stems from at least that I would describe it in away from, "I just don't know about-- I feel like all these companies they just don't--none of them here, none of them have been-- I don't think like that."

**Ray:** Welcome to massive Dynamics.

**Sean:** [unintelligible 00:23:16] tell me what you're going to do for me?

**Ray:** That's a pretty simple element of a sales letter.

**Sean:** Especially with the bigger corporations it's easy to that. But even the smaller shops. You drive around town, like there's little signs that people have up. They can put little plastic letters on and they say, "Serving in Spokane for 50 years."

**Ray:** Okay.

**Sean:** Awesome. Why do we—

[crosstalk]

**Ray:** This is the reason you need a sales letter because when you figure out language that works to communicate what you do. For instance, one piece of language that we're using more and more frequently these days is, two short sentences, "Change your words. Change your world."

**Sean:** Right.

**Ray:** That's a simple distillation of something that we do for our customers.

**Sean:** Going back to the street sign thing a great example of this is what's going to work better? You're driving down the road and you see a sign that says, "Serving Spokane for 50 years." or "Stop in now-- Squeaky brakes stop in for free 5 minute inspection."

**Ray:** Or how about this, "Five guys exit here."

[laughter]

**Sean:** But what I mean it's like, "Oh, my breaks do squeak. Oh, you mean they can take a look at them in five minutes and tell me what I need to do?"

**Ray:** Done.

**Sean:** Done.

**Ray:** So, that's why-- that's five reasons plus a bunch more.

**Sean:** [laughs]

**Ray:** I knew we would go there because this is the soapbox we love to climb up on. You need a sales letter. As I said in the beginning with my sub-minimal advertising.

**Sean:** [laughs] Sub-minimal.

**Ray:** I want some sub minimal advertising.

**Sean:** All right. If you like to help, you think other people would find this podcast helpful, please subscribe to our show on iTunes by giving us a review and a rating.

**Sean:** Well, you don't subscribe by doing that. You subscribe-

**Ray:** You subscribe and then you give us a review & rating.

**Ray:** Yes.

**Sean:** I didn't want people to get confused.

**Ray:** I appreciate you being clear in your communications.

**Sean:** I don't know who would have heard that and gone "Oh, that's how to subscribe to podcast?"

**Ray:** I don't know how to do it. I'm just putting out a review and a rating [unintelligible 00:25:09] and somehow it's going to happen.

**Sean:** Make sure to put your real name on the website in the text and we'll mention you at some point.

**Ray:** In the episode we do nothing but read podcast reviews.

**Sean:** In our completely self-serving podcast review episode. We are also on they were also on Stitcher so you can subscribe there. You can follow Ray on Facebook, Twitter, Google Plus, LinkedIn and I'm sure other ones. Who knows what new ones are out there?

**Ray:** Whatever pod catcher you use.

**Sean:** Pod catcher, social media.

**Ray:** Social media outlets. Whatever the new is Snapchat,

**Sean:** No. That's not new but I mean--

**Ray:** It's kind of new.

**Sean:** It's kind of new for business world.

**Ray:** It's enjoying a new [unintelligible 00:25:46]

**Sean:** It had a dark beginning.

**Ray:** Yes. It's still is dark in some places.

**Sean:** Right.

**Ray:** Let's move on.

**Sean:** If you'd like to get a transcript of this episode, you want to catch all these weedy rabbit trails just go to go to [rayedwards.com/248](http://rayedwards.com/248) and they're there.

**Ray:** And next week we're going to be covering the fascinating topic. Our title for next week's episode is, "How to get better at everything."

**Sean:** It's you know--we like to take small subjects.

**Ray:** Because we feel just better you can change the world more easily if you just take on small subjects. Like how to get better at everything.

**Sean:** Well, you just have small subjects' like--

**Ray:** Oh, no, no. Don't go there your royal highness. Till next week, I pray that God blesses you in surprising, fascinating and joy filled ways. Peace to your house.

**Voice over:** Thank you for listening. This has been The Ray Edwards show. Find the archives of this weekly show [@rayedwards.com/podcast](http://@rayedwards.com/podcast) or on iTunes. Contact Ray [@rayedwards.com](mailto:@rayedwards.com). This podcast is copyright by Ray Edwards International Incorporated All rights reserved. Each week we bring you a message of prosperity with purpose and freedom and remembering that true freedom is available to all through Jesus Christ.

**[00:27:03 END OF AUDIO]**