



Episode #253

3 Ways to Double Your Income Before Christmas

Ray Edwards: *Ray Edwards Show*, episode 253. Three ways to double your income. Say it with me.

Sean and Ray: Double your income.

Ray: Before Christmas.

Narrator: *The Ray Edwards Show*. Rave 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*.

[intro music] Let's change the world and watch your business grow. Welcome to *The Ray Edwards Show*. *The Ray Edwards Show*.

Ray: Okay. That's a big promise I made at the beginning of the show.

Sean: I thought you wanted me to read the whole title with you.

Ray: Yes, I got that.

Sean: So I was a little confused. [laughs]

Ray: I didn't really give you any stage direction before we did that.

Sean: No. [laughs]

Ray: Double your income before Christmas. Just tell me what do you think? Does that sound realistic?

Sean: Sounds pretty ambitious.

Ray: I think it's totally possible for virtually anybody listening to this show, regardless of whether you own your own business. The only way I think it's maybe not as possible, there might be an extra step, is if you have a J-O-B. If you have a job where you're paid a salary, it might not be possible to go to your boss and say, "Hey, I want you to double my income." Now, if you're a salesperson --

Sean: It's just a copy problem. [laughs]

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Ray: Yes. I wouldn't pose it that way. We're going to get into that and I think once you hear it, you'll understand. You'll see how possible it is. Then, we've got some other stuff we're going to be talking about today, like the one choice you make that determines the quality of your life.

Sean: Yes. Also, the ideal email subject line lengths

Ray: I'm so geeked out about this. You're going to love it and we'll tell you why it's important too. Of course, we'll get into the three ways to double your income before Christmas.

Narrator: Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

Ray: All right. Everyday, you make a choice that determines the quality of your life, every single day. It is not the coffee that you drink, although that can have an effect on the quality.

Sean: It definitely has an effect.

Ray: It has nothing to do with your intentions, you're resolutions, your promises that you've made to people and forgive me, some of my friends and many listeners will be upset when I say this, it also has nothing to do with your affirmations or your declarations. What am I talking about, this one choice that you make that determines the quality of your life? It really comes down to what you say and do. Let me be clear, I'm talking about your attitude. This is the choice that you make.

You get to choose your attitude. Regardless of your external circumstances, it's a choice you get to make. Your attitude rules what you do and how you respond to situations and it rules what you say. I'm not talking about what you say about your attitude. We've all known people who would say, you ask them, "How are you doing today?" "Fine." "You sound like you're in a bad mood." "No, I'm in a great mood."

Sean: I'm so happy right now, I can hardly stand it. I'm so happy, it's really frustrating me. [laughs]

Ray: It's not what you say about your attitude, it's what you say that comes out of your attitude. I'll give you an example. I was talking yesterday with Marie Furlio, you notice what I did there? I just casually name dropped.

Sean: Yes, yes. I'll do what a friend of mine did, "Oh hey, you want me to pick up those names you just dropped there?"

Ray: [laughs]

Sean: "Want me to pick those up for you?"

Ray: I was talking to Marie Furlio, and we were talking about marketing and how some people feel that marketing is bad and they have this deep internal aversion to marketing. I was making the observation that even people who say, "No, I believe marketing's a good thing and I have no problem with it." Even many of those people will betray their internal attitude with the next sentence that will come out of their mouths. Sometimes they'll say things like, "We've got a marketing department, somebody has to do the marketing." Pause. "Somebody has to do the marketing."

Sean: Somebody.

Ray: Listen to yourself, listen to the language that you use. Because it can sometimes be subtle like that. "Somebody has to do the marketing." That makes it sound like it's a dirty job. Your attitude controls what comes out of your mouth. Jesus said in Matthew chapter 15, "What comes out of the mouth, precedes from the heart." It's the real you. If you listen closely enough to what you say, you'll begin to understand how you really feel about things. It's also true of other people.

Just try this experiment, go through the day listening carefully to the words that people say, especially in their unguarded moments where they're not really thinking about what they're saying because they want to make a certain impression. You'll be surprised at what you can learn about them. What does this have to do with your attitude? Well, your attitude is revealed by your language and as I said earlier, you cannot always choose what happens to you, but you do get to choose your attitude.

There's a book called *Strengthening Your Grip* and it's not about exercise. It's about life and God and Theology. It's written by Charles Swindoll, and he says, I love this quote from the book, he says, "I believe the single most important decision I can make on a day to day basis is my attitude choice. It's more important than my past. It's more important than my education or my bank roll or my success or my failures. My attitude choice is more important than my fame or my pain or what others think or say about me or my position or my circumstances. Attitudes keep me going or cripple my progress. Attitude alone fuels my fire or assaults my hope." What attitude have you chosen today?

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

Ray: Ideal subject line length for emails.

Sean: Yes.

Ray: You want to explain why we're talking about this?

Sean: Yes, because it was a question that I kind of put forward. We were writing an email for a recent campaign and we were both brainstorming on the subject line, which is also a headline, to try to engage more people and interest more people on opening the email. We were coming up with these things and it was too long and I said, "I think that's too long." But we didn't know what was --

Ray: Why was it too long?

Sean: Because in most email viewers, the subject line can only contain so many characters before you get the ellipses and you can't read the whole thing.

Ray: You want to get the whole subject line in, so you can get people's interest.

Sean: We were joking and I was like, "Man, this is worse than Twitter." [laughs]

Ray: Which was a real perspective. You're right.

Sean: I have this nifty little tool on my computer that it will tell me the character and word count of any text that I have selected. I went into my email browser, and looked for messages that the entire subject line filled up -- it filled up the space but it wasn't too much. Then I compared those against emails that had too long a subject lines because you couldn't read the whole thing.

Ray: Hang on, pause. What computer are you using?

Sean: I'm using a Macbook Pro. It's like I was saying, this is going to vary. This isn't a hard rule for everyone because depending on your resolution, how much you have your screen zoomed in and you're not going to be able to get this right for everyone.

Ray: You're at standard settings.

Sean: I'm at standard settings and I'm in the classic view of my email viewer which is more like the Outlook.

Ray: I think most people probably use that because most people prefer that, so go ahead.

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Sean: Anyway, I found that the ideal length is 48 characters. For my computer screen, it shouldn't go over 48 characters, which is pretty short.

Ray: It's pretty short and it's a pretty good rule of thumb to go by because if you write a super long -- maybe not even a super long subject line, maybe a hundred characters.

Sean: If it's Twitter. [laughs]

Ray: If it's 140 characters or less, they're going to miss a third of it.

Sean: Right. Exactly, that's the point. The subject lines are incredibly difficult because you have to be so efficient with your words. It's like, I was in college and our professor was ruthless about the word length of your papers that we would turn in for our history class. He did not do this, but he told us one of his professor's told the class that if you went over the page count, he would rip the excesses pages off of the paper and then grade you down for turning in an incomplete paper.

Ray: Wow.

Sean: That taught him to be really efficient and at first we were like, "Well, that's lame." But we quickly discovered that when you have something important to say, having to say it in a limited number of space is actually very difficult.

Ray: Yes. That is true.

Sean: It requires you to be very efficient with your words, so that's what you have to do with a subject line. I wouldn't go over 48 characters.

Ray: There you go, that's the Tip of the Week.

Narrator: Now, our feature presentation.

Ray: Here are the three ways, the three things you can do to double your income before Christmas. It's important to realize that we're going to be talking about something that is exponential in nature, not incremental. To quote Kilgrave, "'cause it's exponential not incremental dad!" What the heck am I talking about? Jay Abraham teaches three ways to grow your business and these are the three ways you're going to use to double your income before Christmas.

Number one, increase the number of customers. I know, it sounds dead simple but the fact is you probably haven't been doing all you can do to increase the number of customers. And you don't need me to tell you how to do this because you already know. If you own a business, then you know that you increase customers by doing promotions, by doing advertising, by asking for referrals, by changing your copy, by putting up signage, by running specials.

Sean: You don't get new customers by sitting back and just complaining about how bad the economy is.

Ray: That is not a good way to get more customers.

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Sean: No. That is a sure fire way to-

Ray: Get bankrupt.

Sean: - to create a self-fulfilling prophecy.

Ray: Yes, it is. You already know what to do to get more customers. But let's work through this as an example. Let's say that you currently -- I'm going to go through the three ways and I'm going to talk about your current state first and then we're going to show you how the increases can make a difference.

Let's say you currently get 100 customers per month and then each customer spends \$1,000. That means your current monthly revenue is \$100,000. Okay, let's leave it there for a moment. Way number two is you increase the average transaction of each customer. We already know that our average transaction is \$1,000 because we just said that. Then way number three is you increase the frequency of transactions. Instead of buying from you once a month, they buy from you twice a month.

Currently again, you're just getting one transaction. Then let's back up and go to criteria number one, the number of customers. Let's say you increase that by 10%. Increasing a 100 by 10% would give you --

Sean: 110.

Ray: Times a thousand which is what you're getting from each customer on average makes it \$110,000.

Sean: Yes.

Ray: You haven't doubled your income but you have \$210,000 instead of just a \$100,000. By the way, if these numbers are too big, then shrink them to the numbers that you're comfortable with. If they're too small, then grow them to numbers that you're comfortable with. Let's move to the second way to increase your revenue which is to increase the average transaction value. What if you could find a way by an add-on sale adding more value to the transaction? You could get your customers to spend not a \$1,000 but you've got them to spend \$1,500. Well, with your 110 customers multiplied by a 1,500 your revenue is now --

Sean: 165,000.

Ray: 165,000. Notice, this is not an incremental increase.

Sean: Exponential.

Ray: It becomes exponential. Let's go to the third criteria for increasing income, increase the frequency of transactions. What if you could get your customers to buy from you not once a month but twice a month and let's just assume they don't spend the same amount of money on the second transaction. Let's assume they only spend half the amount of money on transaction number two. That would be \$750.

Sean: Times 110?

Ray: Yes.

Sean: It's 82,500.

Ray: When you add that to \$165,000.

Sean: You get \$247,500.

Ray: You have more than doubled your income.

Sean: Yes.

Ray: Just in case this is murky to you, just remember the three ways to increase your income. If you do all three of these and you only do let's say 10% or 15% increase in each one, you will more than double your income. Number one, increase the number of customers. Can you increase your number of customers by 10%? If you're breathing, if you have a pulse, yes you can. Number two, increase the average transaction that each customer spends with you.

Can you increase that by 10%? Yes, you can. Number three, increase the frequency of transactions. In other words, get them to buy from you one additional time or more. These multiply one another, they're not incremental, they're exponential. Whatever your business, whether you're a sales person, whether you sell a service or a product, whether you sell a digital information or you sell a physical product, you can double your income before Christmas and your job now is to choose the attitude which will fuel your belief that you can do this. So, you'll actually go do it. That's how you double your income before Christmas.

Sean: All right. Well, if you find this show helpful, please subscribe to the show in iTunes and give it a rating and a review. If you use your real name and website will mention you on our legendary, mythical review episode that's coming up.

Ray: We should do that soon.

Sean: [laughs] We're also in [**unintelligible 00:15:11**] and subscribe there if you prefer. Connect with us on Facebook, Twitter, Google Plus or LinkedIn. If you'd like to get the transcript, go to rayedwards.com/253 and it will be there waiting for you.

Ray: All right. Here's this week's quote with note.

Sean: It's a new thing. I've had a new thing. A new spin and an old thing?

Ray: Yes. It's a new spin on an old thing.

Sean: On an old thing.

Ray: Squiggle.

Sean: It's like your grandpa's closing quote.

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Ray: "Faith is to believe what you do not see. The reward of this faith is to see what you believe," Saint Augustine. I know you thought Wayne Dyer said it. He did but Saint Augustine said it first. What's coming up next week?

Sean: Why don't you do what you know?

Ray: We talked about this earlier in the episode you know what to do. In many areas of your life, you know what to do but you're not doing what you know. Why is that? We'll figure that out for you next week and we'll help share some ideas about how you can start doing what you know. Until then, I pray that God will continue to bless you and your business and that he will do more for you than you can ask or even and than you can possibly imagine. In the words of Han Solo "I don't know, I can imagine quite a bit." Peace to your house.

Narrator: Thank you for listening. This is been *The Ray Edward show*. Find the archives of this weekly show at rayedwards.com/podcast or on iTunes. Contact Ray at rayedwards.com. This podcast 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.

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