



## Ray Edwards Show, Episode #275

### Copywriting Q&A with Sean and Ray

**Ray:** Ray Edwards Show Episode 275, Copywriting Q and A with Sean and Ray

**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 ]

**Ray:** Why would we do a show, questions and answers about copy-writing?

**Sean:** I don't know. That seems really random.

**Ray:** It does seem really random, it couldn't possibly be because we're promoting our copywriting course, Copywriting Academy.

**Sean:** No.

**Ray:** At [writecopythatsells.com](http://writecopythatsells.com).

**Sean:** No.

**Ray:** Could it?

**Sean:** No.

**Ray:** Because that would be [sic] tricky.

**Sean:** It would be serendipitous, that--

**Ray:** Or serendipitous.

**Sean:** Yes.

**Ray:** I like your interpretation better.

**Sean:** Yes, serendipitous that the last five podcasts have all been directly about copywriting.

**Ray:** Because there would - here's the problem with that theory. It would mean that we had given a much enough thought, to the content of the podcast.

**Sean:** And looked at the calendar as to when episodes are coming out-

**Ray:** Well, we would have planned it that way.

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**Sean:** -but the themes would have been around other things that were going on in our business.

**Ray:** Okay, that's kind of what we did.

**Sean:** Oh.

**Ray:** It's called marketing.

**Sean:** [laughs] It's called being strategic.

**Ray:** Yes. We recommend it.

**Sean:** It helps.

**Ray:** A lot of businesses don't do it but we recommend you give it a try.

**Sean:** [laughs]

**Ray:** So, we're going to answer seven of the most common questions we get about copywriting. Originally, I wrote the top seven questions but I can't really say that with all honesty because I've not tabulated it. But I know that these seven questions come up a lot. They are seven of the most common questions and maybe we'll think of some others as we go. But first.

**Voice Over:** Does anyone want to live a life that is long and prosperous? Spiritual foundations.

**Ray:** Spiritual foundations, I want to share another story that we received from our friend, andymason@heavenandbusiness.com, and Andy Mason is the leader of that movement. This story is one that Andy shared with us. A business owner, well, let me start with the scripture. I'll make this a Spiritual Foundations - a legal Spiritual Foundations.

**Sean:** Yes, make it official.

**Ray:** Philippians 4:19 says, "And my God shall supply all you need according to his riches and glory by Christ Jesus." Now I know if you're really into the bible, you'll say, "But that's talking about spiritual stuff, Ray, you're quoting it out of context, you're making it sound like it's a - you're turning it into the prosperity gospel, man." No, it says, God shall supply all you need.

**Sean:** I don't know why so many people feel the need to cling, like without hearing another interpretation first. To cling, to a theology and a philosophy that is depressing, denigrating and oppressive.

**Ray:** Would you like me to explain it to you?

**Sean:** Without hearing, like if someone comes to you and says, "Hey, you know what? You don't have to give up your faith or anything, but there's a different way to interpret this book."

**Ray:** There's more than one thing to think about.

**Sean:** Yes, that might indicate that things are better than you think. Why is your immediate reaction, "Heretic".

**Ray:** God is more complex than your Sunday school teacher.

**Sean:** I just - I think maybe we should ask ourselves individually why we feel like we need to instantly need your defense in certain ideas.

**Ray:** I have one theory on that. My theory is, we've never thought the ideas through and so when someone comes against those ideas, has a different interpretation, it threatens us, we feel like the whole house of cards is going to come trembling down. Because we don't know how the house of cards was built.

**Sean:** Right, that's very telling right there. How was this house of cards built?

**Ray:** Frank Underwood knows.

**Sean:** Yes. It can be- it's just going back to, why do you believe what you believe?

**Ray:** Because my parents believed it or because my parents didn't believe it.

**Sean:** Because everyone said it enough that I assumed it was true. Isn't that how you tell? And since those beliefs dictate my actions on a daily basis it means I've let other people control my life.

**Ray:** You boys are a bunch of communists. So, I was going to tell the story, [laughs] Spiritual Foundations. Philippians 4:19 says, God will supply all your needs, all your needs according to his riches. So, thinking about that in terms of business, Andy Mason shares this story. I'll just read it the way it's written. A business owner of a small insurance brokerage agency has been sharing with his employees about how good father God is, and how he likes to love, help and bless people. God, likes to love, help and bless people.

**Sean:** Right. [laughs]

**Ray:** Is that a tricky interceding thing there.

**Sean:** You got to keep your indefinite pronouns in line.

**Ray:** On the staff, there was one person who has been a professing atheist. I guess ever since they've known him. He came to the boss one day and says, "Will you pray for good quote on this account, we really need a miracle." And the owner says, "You want me to contact heaven and get a good quote rather than contact the insurance company?" That was a she, she says "Yes." So, there's only one insurance company or underwriter in other words that have not yet declined or offered unreasonable terms for this policy. So, this was their only hope, it was called Obi Wan Kenobi Insurance. Somebody should have that insurance **[unintelligible 00:05:40]**, help me Obi Wan Kenobi.

**Sean:** The tagline should be, "Your only hope".

**Ray:** I'm pretty sure they'd get sued. Later that day, they received an outstanding quote, better than any that they expected from the same insurance company. The proposal was presented and they wrote the new business. This new account will represent almost 20% of the atheist sales person's annual target.

**Sean:** Whoa.

**Ray:** So, wait a minute. I want to get this straight, God cares about atheists?

**Sean:** That's crazy.

**Ray:** He doesn't hate them?

**Sean:** No, but gays.

**Ray:** Oh. Wait a minute, if he doesn't hate atheist why would he hate gays?

**Sean:** I'm joking.

**Ray:** You probably- next thing you're going to tell me is that he doesn't hate Buddhist or Muslims.

**Sean:** He really doesn't hate Muslims. He does not have Islamophobia.

**Ray:** God is better than-

**Sean:** God is not afraid of Muslims subverting his culture.

**Ray:** Really?

**Sean:** Yes.

**Ray:** God is better-

**Sean:** We take enough swipes to left, I think it's time to take swipes at the right.

**Ray:** Okay.

**Sean:** That's what we just did. [laughs]

**Ray:** So, God is better than we thought?

**Sean:** Yes.

**Ray:** So, what do we do with that information?

**Sean:** I don't know, you're the one in charge of the section. I'm just the off-cover commentary.

**Ray:** Change the way we think?

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**Sean:** Oh, there you go. That sounds good.

**Voice over:** Now, simple hacks to make lives cheaper, easier and faster. Ray's tip of the week.

**Ray:** Tip of the week, our tip of the week, this week.

**Sean:** Is very different from last week.

**Ray:** By very different, we mean exactly the same. There's a free course on copywriting available and actually there's a not free course available as well. So, here's what you should do, go and watch the propaganda that we call our free course which gives you valuable information you can use.

**Sean:** It does. Each video is actually, I mean, I made it and they're packed.

**Ray:** We made them, we had a crazy idea, we said, "What if instead of making videos that just tease people with-

**Speaker 2:** What they might get.

**Speaker 1:** -the promise of what they might get, what if we actually gave them stuff?"

**Sean:** Right.

**Ray:** That they could use to make money

**Sean:** We wet their pallet with useful innovative ways so that they could make more sales.

**Ray:** Maybe, they could even go and make enough money to pay for the paid course and then they would believe that it was worth it because they made the money to pay for it with the information.

**Sean:** Right. Huh, you mean we're banking on our product actually working so well?

**Ray:** That's our crafty plan. It's risky but I think it could work.

**Sean:** We also try to be really sneaky and we warn people when the refund period is about to expire.

**Ray:** Yes, because we're crazy.

**Sean:** We're crazy

**Ray:** We have a rewrite of the EPS conduits to the marketing world. [laughs] So, if you want to find out what the heck we're talking about go to, [writecopythatsells.com](http://writecopythatsells.com). For those of you who did not understand a single word of this tip of the week, don't worry about it.

**Voice Over:** And now, our feature presentation.

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**Ray:** All right, it's time for Copywriting Q and A with Sean and Ray. I feel like we should have a game show music.

**Sean:** I know. I was just starting to sing a song. You know, I was thinking of the day we need those little bumpers that you can just push to have a little sound effects.

**Ray:** Like radio DJs do?

**Sean:** Yes. Because I was thinking, there were a bunch that we could have.

**Ray:** On the internet, they call them soundboards.

**Sean:** Soundboards, we could have all sorts of crazy, obscure references like the actual sound clips, from people saying the things.

**Ray:** That could help us endeavor to build up our obscure reference rewards program. I'm so into that.

**Sean:** Just so we could start hitting buttons and have certain music, game show music, serious deep rock music.

**Ray:** So, if there are soundboards you think we need to know about, please email us and let us know about them.

**Sean:** Kemmy, I'm sorry.

[laughter]

**Ray:** Well, they'd be better than some of the weird emails she gets.

**Sean:** Yes, it's true. [laughs]

**Ray:** Okay, we're going to answer the questions. Some of the most commonly asked questions we receive about copywriting, let's go for it.

**Sean:** We can't--for our transparency like we said earlier, we can't call them the top questions because we haven't actually done the research.

**Ray:** But we know these come up a lot.

**Sean:** Right. Question one, comes from-

**Ray:** The person who wrote this episode.

**Sean:** I was could just make people up. I don't know why, I was going to say Annabelle Johnson.

**Ray:** Okay.

**Sean:** [laughs]

**Ray:** What does Annabelle have to say?

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**Sean:** What is copywriting?

**Ray:** Believe it or not, we hear this question a lot.

**Sean:** Well, and if we don't hear it. We can usually tell by people's facial expressions that we should be hearing it.

**Ray:** Because they are totally confused with what we're saying.

**Sean:** Yes, and they don't want to look like an idiot. So, they don't ask, "What is that?" Then we really know that they should have asked when they start talking about lawyers.

**Ray:** They are like, "What kind of lawyer do I need to get to write my copyright for me?" That's not what we're talking about.

**Sean:** Yes, and you don't need a lawyer.

**Ray:** There's copyright, C-O-P-Y-R-I-G-H-T and that is the law that protects your intellectual property.

**Sean:** For a period of time.

**Ray:** 75 years. After that it belongs to everybody because-

**Sean:** It becomes public domain.

**Ray:** -that's the way it works in life.

**Sean:** It's an interesting philosophical position though, I think that there is some legitimacy to it.

**Ray:** I think the idea is you're probably dead by then.

**Sean:** Well, and the other idea to, and we see this happening, is when someone comes up with an innovative idea, initially it's super innovative. But if It's just innovative and it's cool, and people catch it. But if it becomes so integral to people's lives, there comes a point where the ethical question of, "Can they still completely control ownership of that thing 200 years later?" It's an interesting philosophical question.

**Ray:** Well, let's say I had a business that did a genome research and I came up with a genetic sequence that will cure cancer. Do I own that or is that public domain?

**Sean:** Well, I think the ethical- the position is initially, yes, you should get rewarded for that research. However, there comes a point where, is it really ethical to keep that thing from people?

**Ray:** Yes, because-

**Sean:** Because it comes-- yes.

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**Ray:** Yes.

**Sean:** It's like the Internet too. Some people are trying to make access to broadband a human right. I don't think we're there yet.

**Ray:** We're getting there.

**Sean:** Definitely not a human right, but what they're saying is that our life has become so dependent on the Internet-

**Ray:** Well, let's say it's a utility.

**Sean:** Right. That people who don't have access to it are seriously- I mean, there's-- So initially, I could understand, well, someone put in the hard work and the labor to develop this they needs to be rewarded for that.

**Ray:** But then if there are people who they just don't have access to it, I can see how that really puts them into disadvantage.

**Sean:** There comes a point where that intellectual property then under law becomes public domain.

**Ray:** Wait a minute. You're not being dogmatic enough about your believes.

**Sean:** [laughs] Yes, because I mean I think right now where I stand a hard core is like, "Well, if you invented it, you invented it. Without you it doesn't exist so you should get rewarded for that." However, I understand that--

**Ray:** But how do you get rewarded, for how long and what circumstances does it become uncombed upon you to share it with everybody? These are valid questions. But, this is not what this episode is about. [laughs] Copyright in that regard is protecting your intellectual property, your inventions, your creations, your writings, the movies that you make, the podcasts that you produce. We're talking about copywriting that's spelled C-O-P-Y-W-R-I-T-I-N-G, which is writing to persuade. That's the kind of copywriting we're talking about.

**Sean:** Yes.

**Ray:** We've answered that question. Thank you, Annabelle, for writing that question.

**Sean:** Yes, thank you Annabelle Johnson. All right. Next question comes from Steve Clarence.

**Ray:** Steve Clarence, a guy with two first names.

**Sean:** Hey, it happens. [laughs] What is a sales letter? Again, this is a question if someone doesn't ask it, a lot of times they should.

**Ray:** Yes. Sometimes we see, especially if I'm speaking at somebody else's conference, like I saw this quite a bit at Social Media Marketing World last year I spoke there. We had a packed room. But, there were some people that, they had a

look on their face that said, "I didn't know that this is what I came here for and now I don't know how to leave, because the guy is looking at me."

**Sean:** Yes, [laughs] and even though it's packed room, it's still small enough that the speaker will see. They'll make eye contact with you if you leave.

**Ray:** Just so you know, if you are in the room when I'm giving my talk and you get up and leave, I'm going to say something like, "Oh, did you need to go to the bathroom? We can wait. Are you okay? Are you going to be back?"

**Sean:** That's just mean. [laughs]

**Ray:** A friend of mine, Michael Port, he does this thing where if a phone rings while he's speaking, he will hop off the stage, run over to the person and say, "Oh, can I answer it?" [laughs] If they say yes, he will answer the call. He will say like, "Are you calling for Ray? Well, he's in the middle of a conference right now and he was listening to a speaker that was me and your call interrupted. Can I take a message and he can get back to you?" [laughs] It's the most hilarious thing.

**Sean:** I don't do this anymore because it was just mean. Well, I thought it was funny. I wasn't trying to be mean.

**Ray:** Often the things we think are funny seem mean to other people.

**Sean:** Right, yes. When someone would call me and I didn't have their number in my phone, this worked better too when I was in high school and college and I didn't have reputable people calling me all the time. If I didn't recognize the number, I would just answer with, "Who is this?"

[laughter]

**Ray:** That's how my dad still answers.

**Sean:** [laughs] Okay. Sales letter, what is a sales letter?

**Ray:** It's a written message that's designed to sell you something, and the reason we call it a sales letter is because it originated in the world of- before there was an Internet. Now I know that for some of you this is going to be a shock.

**Sean:** Right. You're talking about the ARPANET?

**Ray:** No, before the ARPANET.

**Sean:** I just watch a video on the history of the Internet so.

**Ray:** Even before the Dharma initiative. That should be worth 10 reward points out there.

**Sean:** That is bumper. I would want the theme to that show, doom.

**Ray:** Just picture eyeball dilating. Okay, so in the world before all that, people used to sell things through the mail. They would send you a letter that would give you a sales presentation, a persuasive argument that you should buy their product. [laughs] I'm laughing because Sean was playing with what was it? Bottle cap?

**Sean:** Bottle cap.

**Ray:** And it got away from you.

**Sean:** It just flew out of my hands like-

**Ray:** Took on a life of its own. How'd that happen?

**Sean:** It's green, this green carpet. I can't find it.

**Ray:** This reminds me of- I was doing morning video show in Knoxville, Tennessee and my morning partner was Jerry Hallow. He was news guy.

**Sean:** Found it.

**Ray:** [laughs] He was in the middle of news one day and his chair broke. He fell over backwards to the floor [laughs] and I started laughing hysterically, and I could not stop laughing. Was I worried that Jerry could have hurt himself?

**Sean:** No.

**Ray:** That he could have hit his head on the counter top?

**Sean:** [laughs] No, you're just--

**Ray:** I'm just laughing so hard, tears are coming out of my eyes.

**Sean:** And you're on air?

**Ray:** Yes.

**Sean:** Right. [laughs]

**Ray:** I'm sorry, Jerry. I haven't seen him in a while. We're friends on Facebook, but I'm sorry. He may be listening. But it was very funny.

**Sean:** So, A written sales message.

**Ray:** And it would come in the mail, and nowadays-- well, what happened was-

**Sean:** That was a smooth Segway by the way.

**Ray:** What happened was, I think it was guy named Marlon Sanders who's one of the original Internet marketers, he came up with an idea one day. He said, "You know, what if I took me one of them their sales letters, -"

**Sean:** One of them their--

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**Ray:** He is from Texas.

**Sean:** Okay.

**Ray:** "- and I put it on the Internet. I just made it into one long, scrolling page."

**Sean:** An ugliest page.

**Ray:** And he made a lot of money by doing that. Then a bunch of people started copying him. It was much like the Internet of today. You have a good idea; a bunch of people start copying you. You have to keep inventing new stuff. Just competition which makes it better for everybody. That's what a sales letter is. It's a written message that's designed to tell you something. Specifically, when we're talking about sales letter online, we're usually talking about a page on your website that is designed to sell a product or service. It's usually longer because-- well, we'll get to that. That's a separate question.

**Sean:** Okay. All right, question three comes from Timmy Smith.

**Ray:** Timmy Smith.

**Sean:** Good guy Timmy Smith.

**Ray:** Yes, I've known him for a long time.

**Sean:** He asks, "Why is copy so hype-y or so cheesy, or pushy?"

**Ray:** Why do you think it's hype-y, cheesy or pushy, Timmy? Do you feel there's some reason it should be hype-y or so cheesy, or pushy? Do you-- Well, now, here's the answer of your question. It's the most stupendous answer from all time.

**Sean:** Go from confused and broke to-

**Ray:** Smart and rich. Okay, let's talk about this. It shouldn't be hype-y or so cheesy, or pushy. It often still is. It started off that way because frankly it worked really well at first because nobody had seen that on the Internet. A lot of people were mesmerized by it, which by the way for extra points look up the origins of the word "mesmerism, mesmerized." I gave it away.

**Sean:** Dang it.

**Ray:** The other reason that some of it is hype-y or so cheesy, or pushy is that, even though it's not a new idea now on the Internet, ask yourself, "Why are some TV ads hype-y, cheesy, and pushy? Why areas some face to face sales people pushy?" Because it works. Now, I think it's morally corrupt.

**Sean:** Right. It's questionable at best, corrupt at worst.

**Ray:** It makes me feel I want to take a shower after I've encountered it, because I feel like I have been slimmed.

**Sean:** Or sleazed. Like someone sleazed on me

**Ray:** Or sleazed. If only it goes a way of selling without sleazing.

**Sean:** If only.

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

**Sean:** 100 bucks.

[laughter]

**Ray:** Note to Leslie, how do we pay ourselves 100 bucks.

**Sean:** Yes, in promotional.

**Ray:** Do we have to fill out a W9. That's not the best way to sell. Turns out it's the easiest way to sell.

**Sean:** Yes, and unfortunately, it's the easiest way to sell because it can work with a lot of people but it generally works on--

**Ray:** People who are susceptible, who are susceptible to Jedi mind tricks.

**Sean:** Jedi mind tricks, but also that won't resist you.

**Ray:** Like old people?

**Sean:** Or people who lack- I mean, there's a certain kind of self-confidence that when someone's being sleazy and pushy, you're just like, "Go away."

**Ray:** The people who employ that technique of being pushy and hype-y and sleazy, they can smell that on a person from a mile away. That's why a lot of copy is like that. But, we promote and believe in something totally different.

**Sean:** We're constantly evolving in that too. Sometimes we find techniques that we're employing and we take a step back and we realize--

**Ray:** Well, that's not really good. We shouldn't do that probably.

**Sean:** Yes, that relies on a trick. Whenever we discover that, we root it out.

**Ray:** Trickless marketing, that's what we're all about.

**Sean:** Trickless.

**Ray:** There's a better way. I think it's better, I think it'll make you more money in the long run if you are selling from a place of integrity and care for the customer and having their best interest in mind. In fact, I believe, as I've said recently, that the reason for the failure of most marketing is because it was created to benefit the marketer and not to benefit the consumer. Boom, drop the mic.

**Sean:** Question four comes from Michelle Swanson.

**Ray:** Love her dinners.

**Sean:** Yes. Question is, "Will this work for my business? My business is different."  
[laughs] Or my blank is different.

**Ray:** My market, my customer-

**Sean:** My blog, my-

**Ray:** Practice.

**Sean:** My-

**Ray:** Store. Okay, first of all-

**Sean:** Studio.

**Ray:** First of all, no it's not.

**Sean:** No, it's not. I work business to business. Will this work? Oh, wait, is that one of the questions?

**Ray:** No, that should be though. Your business is not different. What is different is the way you--

**Sean:** Stop trying to distinguish yourself by saying your business is different.

**Ray:** Well, I'm okay with you distinguishing yourself.

**Sean:** I am too. I'm just don't use that technique.

**Ray:** Yes, yes. What was I going to say?

**Sean:** Your business isn't different.

**Ray:** You threw me off with your off- cover commentary.

**Sean:** Yes, right. Your business is different but the principles of persuasion and communication and communicating the value that your business has-

**Ray:** They don't change

**Sean:** - they don't change.

**Ray:** Because human psychology does not change. At least not in the short time span of our life time.

**Sean:** Right. You might, the [sic] languaging, that one business practitioner might employ could be different than the language, a different practitioner employs.

**Ray:** For instance, if I was writing to somebody who is looking for a business opportunity and I'm writing to them about a business opportunity like, "You could make money by selling shaved ice at the beach by buying our shaved ice selling kit." I'm going to write differently to that person than if my product was a new medical device that I want physicians to use in their medical practice.

**Sean:** Correct, but the principles that underpin the language you use, those don't change.

**Ray:** If you have encountered a copywriter or a marketer who's recommending you to do things that you feel are inappropriate for your audience, either I think you have misunderstood what they're trying to get you to do or they're not paying attention to who your market is. Who's the person that you're helping and how do you speak their language. That's where the disconnect comes I think.

**Sean:** Yes, absolutely.

**Ray:** Next question.

**Sean:** Oh, wait. Business to business.

**Ray:** We get this question a lot. It comes in the form of, "Well, what you're talking about is business to consumer marketing. You're selling to the consumer. I'm business to business. This won't work for me."

**Sean:** Right. Or, "How can this work for me?" But quite often is, "This won't work for me." It's a statement, not a question. They've already decided.

**Ray:** They've already decided that it won't work because it's business to business. You're selling to a business.

**Sean:** What do we say to that?

**Ray:** Well, behind every-- usually they use the terminology, they say, "Well, I'm B2B and you sell B2C, so this won't work B2B." We say, "Behind every B, there's a C." There's a person. A business is not some kind of-

**Sean:** Computer program. [laughs]

**Ray:** Well, most of them aren't.

**Sean:** Right, we're getting there.

**Ray:** You're selling to people.

**Sean:** Right, even if you're selling to a business, there's a person in that business who's going to be making that purchase decision.

**Ray:** Right, and they either become your advocate, or they become your adversary.

**Sean:** Right.

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**Ray:** I feel a blog post coming on.

**Sean:** Just some more awkward commentary.

**Ray:** We have set a new standard for the quality of episodes.

**Sean:** Okay. B2B, B2C, it doesn't matter. You're writing to people.

**Ray:** It's ATS, all the same.

**Sean:** You're not writing to a corporation, you're not writing to an institution.

**Ray:** If you are, you're not getting any response to your writing, I can guarantee you of that.

**Sean:** No, you're writing to a person in that corporation or institution or organization or group of people but still they're people.

**Ray:** I'm a people person.

**Sean:** I'm a people person. Next question comes from-

**Ray:** Bilbo Baggins.

**Sean:** There you go. Does long copy actually work or a variant of that? Why is copy so long?

**Ray:** Well, you should know Bilbo, because you wrote that There and Back. Does long copy actually work? This is a perennial argument, people who see long copy, sales, letters say I would never read all that. They won't read it unless they're interested in it. If you're interested, you will read it. Because you're the market, you're who it's written for.

**Sean:** Well, because and I'll admit it, I love Apple. Usually their products really impress me. They can make mistakes, but I do fanboy out on them.

**Ray:** What? Apple makes mistakes?

**Sean:** They do. They made a couple this year, but they're going to correct it. Dude, their stock is the highest it's ever been.

**Ray:** They still have the number one selling laptop in the world.

**Sean:** Yes, in the world. Oh, and their watch in the last quarter just outdid Fit-Bit by--

**Ray:** Well, because it kicks butt.

**Sean:** Yes, anyway-

**Ray:** I want the new one.

**Sean:** -they got issues, they're working those out. However, whenever Apple releases a new product because I'm into them, I'm a fanboy, I read every word.

**Ray:** You watch every video.

**Sean:** Yes.

**Ray:** Because you want to know everything.

**Sean:** I want to know everything about it.

**Ray:** That's exactly why copy is so long. Another reason why it's long, is if you're making a big buying decision, let's say you were trying to decide whether to buy a \$2,000 copywriting course. Just for example. You're trying to make that decision, is it worth the investment? What you're really asking is, "Am I going to get a return on my investment." You have a lot of questions about that. Like, "How will it help me? Why will it help me? How can I be sure it'll work for my business?" A lot of the questions we're talking about on this episode which is just a total coincidence.

**Sean:** Totally.

**Ray:** It has nothing to do with the fact that the course is now available for sale at [writecopythatsells.com](http://writecopythatsells.com).

**Sean:** Right, there you go.

**Ray:** It's good thing to remember your own URL. If you're selling face to face, you can watch somebody's facial expression, you can watch their body language, they can ask you specific questions. You can see if they're about to get up and leave. So, you change what you're about to say based on what their response is.

Well, when you're writing copy, there's going to be a video on the internet or it's just going to be just text on a page. Well, you have no idea what the reaction's going to be, so you have to answer all possible questions, you have to deal with all possible objections and that makes the copy longer. One of our favorite answers to this question about long copy is there is no such thing about copy that's too long, there's only copy that's too boring.

**Sean:** Too boring. Okay.

**Ray:** It's boring. Don't be boring. I'm not boring.

**Sean:** Lame.

**Ray:** Lame, don't be lame.

**Sean:** All right.

**Ray:** Next question.

**Sean:** Question six comes from Travis Corkery.

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**Ray:** Wow.

**Sean:** Yes. Right?

**Ray:** Travis Corkery.

**Sean:** Should I learn copy or just hire a writer?

**Ray:** Well, that's a valid question.

**Sean:** It is a valid question. In fact, we've had people buy the course to have someone else do their writing.

**Ray:** Which is a good idea, but the real question and the heart of this is, "Do I need to learn this? I'm the business owner, I'm the entrepreneur." I think the answer is yes.

**Sean:** At least to some degree, yes.

**Ray:** The reason is this, you need to know what good copy is. If you just go hire a writer, you could end up spending a lot of money for copy that's ineffective. Then you can walk away thinking, "Well, copywriting doesn't work. I paid this person \$10,000 and nothing happened," or whatever amount you paid. I think you need to learn enough about it to be able to know whether you're getting the real goods or not.

**Sean:** Secondly, I think you need to do it so you don't fight with your copywriter as much.

**Ray:** Right, you don't want to be what copywriters often refer to as the stupid client.

**Sean:** Yes, copywriters, professional good copywriters, they know what they're doing. They know the art, they know the science and so they're probably going to employ language and structurally lay out the message in a way that, if you're unfamiliar with sales copy, you'll think it's a little weird. You'll fight with them and--

**Ray:** Which frustrates them.

**Sean:** Yes, which will make it a bad experience and you may still come out with some bad copy.

**Ray:** Right.

**Sean:** Because you just refuse to back down.

**Ray:** Hiring a good writer is a good practice especially if you're a very successful entrepreneur and you have lots of other things to do. Although I know plenty of successful entrepreneurs who write their own copy.

**Ray:** Marie Folio for instance writes all her own copy and she's a very good copywriter. That may not be you, but I think it's incumbent upon you that you need to

learn how to do it so at least so that you know what makes a good copy and what is not good copy and then if you're going to hire a writer be careful who you hire. Don't just go to Elance or whatever they call themselves these days. Upwork which just makes room for lots of jokes.

**Sean:** Yes, especially since there's a lot of bottom feeding going off on there.

**Ray:** Yes. So, you need to know that you're hiring a good writer and so if only there were a service where you could hire pre-approved copywriters who've been trained in the right techniques.

**Sean:** If only, I wish someone would come up with that.

**Ray:** Maybe we'll find out something about that in the next episode so we could talk about it. Maybe.

**Sean:** All right, question seven.

**Ray:** Will this be the last one?

**Sean:** This will be the last one.

**Ray:** Okay. All right because I'm tired.

**Sean:** I know, right?

**Ray:** My caffeine's running out.

**Sean:** [laughs] All right, number seven comes from Scott Orie.

**Ray:** Scott Orie.

**Sean:** I feel like I picked more men than women so in the middle of that one I decided to make Scott a female name. Scottrie

**Ray:** Scottrie [laughs] is a female name. [laughs] Scottrie.

**Ray:** Also, known as Melanie Mason.

**Sean:** There you go. Melanie Mason. All right, isn't copy manipulative and isn't that wrong?

**Ray:** Yes, I believe manipulation is wrong. There are actually are friends of mine who are in this business of copywriting and marketing who say, "Well, if you're manipulating for a good purpose then it's okay." But I think that's not true. I think manipulation is using subterfuge, trickery and incorrect psychological pressure to get people to do things that they don't want to do.

**Sean:** Yes, it's almost like a switch and bait, bait and switch, switch and bait it's like you know--

**Ray:** What are you doing switch and bait. I was using words and now I switched to manners now.

**Sean:** Yes, see if that works better. [laughs] Bait and switch. So, you're using this technique and someone thinks you're doing A, but you're really trying to do B. It's just--

**Ray:** Like click bait.

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

**Ray:** It is gross. Persuasion is different from manipulation. Persuasion is based on the ancient well-respected art of rhetoric. Would you like to explain what rhetoric is because most people think if I say, "Well, it's rhetorical," they think, "Oh, that means it's not real."

**Sean:** [laughs] Well you know I'm sad to say I can't. I don't know if I could actually properly define rhetoric. I would describe it as a well-reasoned thought out argument.

**Ray:** Well, I think that is really correct. I'm going to find out. I'm going to look it up right now.

**Sean:** All right.

**Ray:** The art of effective or persuasive speaking or writing especially the use of figures of speech and other compositional techniques. That's copywriting.

**Sean:** Yes, it is.

**Ray:** It's rhetoric and it's not manipulative, it's persuasive because you're really presenting your thesis as in, "Buy this product. You should buy this product." That leads to the question. "Why should I buy it?" Then you present the rationale of why a person should buy and then you come back to the original proposition which was, "So now I think you should buy this product." That is not trickery. It is not subterfuge. It is not manipulation. So, manipulation is not copywriting it's manipulation.

**Sean:** Right, I mean copywriters, unfortunately, do often employ manipulation because again going back to the pushy, why is copy so pushing and sleazy. It works on a lot of people.

**Ray:** There's another question that we get sometimes that go something like this. This is from a Biff Manley.

**Sean:** Oh really?

**Ray:** Yes, Biff Manley says, "Is there a copywriting course that teaches me how to write copy without being manipulative, hype-y, cheesy or sleazy?" [laughs] Well, Biff it's fortuitous that you would ask this question.

**Sean:** Man, that was just really well placed.

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**Ray:** I mean it's so serendipitous.

**Sean:** So, coincidental.

**Ray:** Because we have a course available right now for a short period of time. You could find out more about it at [writecopythatsells.com](http://writecopythatsells.com).

**Sean:** If you're listening to this--

**Ray:** In the future.

**Sean:** Would be everyone. [laughs] But in the future [laughs] which will be in the future.

**Ray:** It's true. [laughs]

**Sean:** It should be-- [laughs]

**Ray:** We're speaking to you from out of the time well.

**Sean:** [laughs] You know after the promotion ends- well, I don't know what to tell you.

**Ray:** You missed it. Okay.

**Sean:** All right.

**Ray:** Those are some of the popular questions we get about copywriting.

**Sean:** Yes.

**Ray:** All from totally fictitious people. [laughs] But the questions are real.

**Sean:** The questions are real. We get asked those questions a lot in various forms and in different orders. But those are quite common. If you found this show helpful.

**Ray:** Then I don't know why. [laughs] But good for you.

**Sean:** Thank you. [laughs] Makes us feel good. Please subscribe to it with the Apple podcast app and go to iTunes leave us a review with your name and website and we'll mention you hopefully maybe in the upcoming episode. If you like the notes and the transcript to this episode, please go to [rayedwards.com/275](http://rayedwards.com/275).

**Ray:** Yes.

**Sean:** Yes, have a quote with note?

**Ray:** Yes, this one comes from Henry David Thurlow. He wrote, "What you get by achieving your goals is not as important as what you become by achieving your goals." He should have been a writer.

**Sean:** Really? I bet he would have been a thrill.

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[laughter]

**Ray:** And this concludes another episode.

**Sean:** [sic] Turus.

**Ray:** Edwards out.

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**[00:36:53] [END OF AUDIO]**